

ESTTA Tracking number: **ESTTA456056**

Filing date: **02/13/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Apple Inc.
Granted to Date of previous extension	02/12/2012
Address	1 Infinite Loop Cupertino, CA 95014 UNITED STATES
Attorney information	Joseph Petersen KILPATRICK TOWNSEND & STOCKTON LLP 31 West 52nd Street, 14th Floor New York, NY 95014 UNITED STATES JPetersen@kiltown.com, RPotter@kiltown.com, agarcia@kiltown.com, NYTrademarks@ktslaw.com, tmadmin@ktslaw.com Phone:212-775-8700

Applicant Information

Application No	85263334	Publication date	08/16/2011
Opposition Filing Date	02/13/2012	Opposition Period Ends	02/12/2012
Applicant	Jupiter IP 9515 S 560 W Sandy, UT 84070 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. First Use: 2010/05/01 First Use In Commerce: 2010/05/01
All goods and services in the class are opposed, namely: Apparatus for cable and cord management, namely, non-metal cord minders in the nature of flexible spools adapted for organizing electrical, audio and video cords

Grounds for Opposition


Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1078312	Application Date	03/25/1977
Registration Date	11/29/1977	Foreign Priority Date	NONE

Word Mark	APPLE
Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1976/04/00 First Use In Commerce: 1976/04/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE


U.S. Registration No.	2079765	Application Date	04/07/1995
Registration Date	07/15/1997	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 038. First use: First Use: 1994/04/09 First Use In Commerce: 1994/04/09 communication filed by computer, namely, electronic transmission of data and documents via computer, delivery of messages by electronic transmission		

U.S. Registration No.	3928818	Application Date	05/03/2007
Registration Date	03/08/2011	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01 Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic		


	<p> devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the </p>
--	---

	aforementioned goods; instructional manuals packaged in association with the above
--	--


U.S. Registration No.	1114431	Application Date	03/20/1978
Registration Date	03/06/1979	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.		
Goods/Services	Class 009. First use: First Use: 1977/01/00 First Use In Commerce: 1977/01/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE		

U.S. Registration No.	2715578	Application Date	07/01/2002
Registration Date	05/13/2003	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01 Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [terminals and] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, modems; audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [character recognition software; telephony management software;] electronic mail and		


	<p>messaging software; [telecommunications software, namely for paging;] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [Computer search engine software;] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above</p>
--	--

U.S. Registration No.	3084491	Application Date	04/26/2004
Registration Date	04/25/2006	Foreign Priority Date	11/04/2003
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: electronic apparatus and software therefor for downloading, transmitting, receiving, playing, storing and organizing audio, video and navigation data for use in automobiles, railway cars and engines, ships and planes; sound effect generators and instruments comprised of computer hardware and software</p> <p>Class 012. First use: automobiles</p> <p>Class 015. First use: Electric and electronic musical instruments; musical instruments adapted to</p>		

	programmed system sequences; electronic pianos, electronic keyboard instruments; electric or electronic percussion or drum systems comprised of computer hardware and software; music and sound synthesizers; electronic tone generators; musical instruments controlled by computer software
--	---


U.S. Registration No.	3679056	Application Date	01/13/2009
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	<p>Class 009. First use: First Use: 1977/01/31 First Use In Commerce: 1977/01/31 Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest</p>		

U.S. Registration No.	3634113	Application Date	06/16/2008
Registration Date	06/09/2009	Foreign Priority Date	NONE

Word Mark	APPLECARE
Design Mark	
Description of Mark	NONE
Goods/Services	Class 037. First use: First Use: 1982/10/25 First Use In Commerce: 1982/10/25 Maintenance, repair, updating and installation services for computer hardware, computer peripherals, computer networks and consumer electronic devices; consulting services in the field of physical maintenance of computer hardware, computer peripherals, computer networks and consumer electronic devices

U.S. Registration No.	3901026	Application Date	06/16/2008
Registration Date	01/04/2011	Foreign Priority Date	NONE
Word Mark	APPLECARE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1982/10/25 First Use In Commerce: 1982/10/25 Computer installation and diagnostic support and utility software; computer hardware; computer replacement parts, namely, circuit boards, power supplies, computer fans, computer cables, RAID controllers, computer hardware modules; providing downloadable electronic publications in the nature of books, manuals and pamphlets in the field of computer hardware and computer software services and support		

U.S. Registration No.	2462798	Application Date	11/23/1999
Registration Date	06/19/2001	Foreign Priority Date	NONE
Word Mark	APPLE STORE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 1997/11/01 First Use In Commerce: 1997/11/01 online retail store services provided via a global computer network featuring computers, computer hardware, computer systems, computer software, computer peripherals and accessories

U.S. Registration No.	2683410	Application Date	04/25/2002
Registration Date	02/04/2003	Foreign Priority Date	NONE
Word Mark	APPLE STORE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1997/11/01 First Use In Commerce: 1997/11/01 Retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via a global computer network featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto		

Attachments	77172511#TMSN.jpeg (1 page)(bytes) 73162799#TMSN.jpeg (1 page)(bytes) 76426501#TMSN.gif (1 page)(bytes) 78408365#TMSN.jpeg (1 page)(bytes) 77648705#TMSN.jpeg (1 page)(bytes) 77499829#TMSN.jpeg (1 page)(bytes) 77499797#TMSN.jpeg (1 page)(bytes) 75857151#TMSN.gif (1 page)(bytes) 76400649#TMSN.gif (1 page)(bytes) 2012-2-13- Notice of Opposition (Apple v Jupiter; ser. no. 85-263334).pdf (16 pages)(123838 bytes) 2012-2-13- EXHIBITS 1-7 to Notice of Opposition (Apple v Jupiter; ser. no. 85-263334).pdf (79 pages)(8806965 bytes)
-------------	--

Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Robert Potter/
Name	Robert Potter
Date	02/13/2012

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Application Serial No. **85/263,334**

For the mark: **AN APPLECORE A DAY KEEPS THE TANGLES AWAY**

Filed: March 10, 2011

Published: August 16, 2011

-----X		
APPLE INC.,	:	
	:	Opposition No.
Opposer,	:	
	:	
v.	:	<u>NOTICE OF OPPOSITION</u>
	:	
JUPITER IP, LLC,	:	
	:	
Applicant.	:	
-----X		

APPLE INC. (“Opposer”), a corporation organized and existing under the laws of California with a principal place of business at 1 Infinite Loop, Cupertino, California 95014, believes that it will be damaged by the issuance of registration for the trademark **AN APPLECORE A DAY KEEPS THE TANGLES AWAY**, as shown in Application Serial No. 85/263,334, and hereby opposes the same.

As grounds for its opposition, Opposer alleges as follows, with knowledge concerning its own acts, and on information and belief as to all other matters:

1. Opposer is the world-famous designer, manufacturer and distributor of a wide variety of goods and services, and Opposer’s **APPLE** brand is one of the best known brands in the world. Opposer designs, manufactures, and/or markets in interstate and international commerce, among many other things, personal computers, portable digital music players, mobile communication and media devices and applications for use thereon, and a variety of related software, services, peripherals, networking solutions, and third-party digital content and applications. Opposer also offers various accessories for its consumer electronic products,

including protective covers, headphones, cables, remote controls and docking stations for charging and syncing these products.

2. Since at least as early as 1977, Opposer has extensively promoted, marketed, advertised, distributed, and sold its goods and services in connection with a family of trademarks consisting, in whole or in part, of the word APPLE and a visual equivalent of the word, to wit a logo depicting a stylized apple, as shown below:



(the “Apple Logo”).

3. Opposer’s family of APPLE-based word marks and its Apple Logo (collectively, “Opposer’s Marks”) have achieved an extraordinary level of fame and consumer recognition. As a result of Opposer’s extensive advertising, promotion, and use of Opposer’s Marks in connection with a variety of goods and services, Opposer’s Marks have acquired enormous goodwill, and have come to be identified immediately with Opposer as the source of those goods and services.

4. Opposer’s Marks are famous under the Lanham Act, specifically 15 U.S.C. § 1125 *et seq.*, and are among the most valuable trademarks in the world. The extraordinary level of fame and consumer recognition that Opposer’s Marks currently enjoy cannot be seriously disputed.

5. For many years, Opposer’s APPLE brand (including the Apple Logo) has consistently been recognized as one of the top brands in the United States and throughout the world. For example, over the past four years Millward Brown Optimor (“MBO”), a leading

market research and brand valuation and management company, has found APPLE to be one of the top 100 brands in MBO's "Brandz™ Top 100 Most Valuable Global Brands", an annual assessment of the 100 most valuable brands in the world. In MBO's 2011 rankings, Opposer's APPLE brand was ranked the most valuable brand in the world, with an estimated value of \$153 billion. Opposer's APPLE brand was ranked 7th in 2008, 6th in 2009, and 3rd in MBO's 2010 rankings. Attached as **Exhibit 1** are copies of relevant pages of MBO's rankings in reverse chronological order from 2011 through 2008.

6. *Forbes* magazine, in an August 30, 2010 article entitled "The World's Most Valuable Brands," ranked the APPLE brand as the world's most valuable brand, with an estimated valuation of over \$57 billion. Attached as **Exhibit 2** is a true and correct printout of this article from *Forbes* magazine's website. As another example, Harris Interactive Inc., one of the world's largest market research firms, found Opposer's APPLE brand to be one of the 10 most recognized brands in the United States in its 2006 and 2007 *Harris Polls* of "best brands," which are based upon consumer responses. Attached as **Exhibit 3** is a printout of *The Harris Poll*® #71, July 17, 2007 of "Best Brands."

7. In addition, Interbrand has consistently recognized Opposer's APPLE brand as belonging in the top 50 of the world's most valuable brands. From 2010 to 2011, the APPLE brand rose nine spots in Interbrand's rankings—from 17th to 8th—and increased in estimated brand value by 58%, more than twice as much as any other brand. Attached as **Exhibit 4** are copies of relevant pages of Interbrand's "Best Global Brands" rankings, in reverse chronological order from 2011 through 2008, as compiled by Interbrand. Interbrand has given the APPLE brand the following rankings and U.S. dollar values over the past four years:

- i. 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated brand worth of U.S. \$33.492 billion.

- ii. 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated brand worth of U.S. \$21.143 billion.
- iii. 2009: valuing the APPLE brand as the 20th most valuable brand in the world, with an estimated brand worth of U.S. \$15.433 billion.
- iv. 2008: valuing the APPLE brand as the 24th most valuable brand in the world, with an estimated brand worth of U.S. \$13.724 billion.

8. Additionally, each year since 2006, *Fortune Magazine* has published its list of “Most Admired Companies.” Opposer has featured prominently in these rankings each year, and in 2011, 2010 and 2009 was named the “World’s Most Admired Company” for the year. Prior to 2009, *Fortune*’s list was limited to “America’s Most Admired Companies,” and Opposer also topped this list in 2008. Attached as **Exhibit 5** are true and correct copies of printouts of *Fortune Magazine*’s “Most Admired Company” rankings in reverse chronological order from 2011 through 2008.

9. Similarly, in 2010, 2009, and 2008, *Business Week* magazine named Opposer as the world’s most innovative company in its article on “The Most Innovative Companies.” Attached as **Exhibit 6** are true and correct printouts from *Business Week*’s web site naming Opposer as the world’s most innovative company in 2010, 2009, and 2008.

10. Opposer is the owner of numerous United States registrations on the Principal Register for Opposer’s Marks, including without limitation, the following registrations and applications:



TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES (FIRST USE / PRIORITY DATE)
APPLE	1,078,312	March 25, 1977 November 29, 1977	Class 9: Computers and computer programs recorded on paper and tape. (April 1976)
APPLE	2,079,765	April 7, 1995 July 15, 1997	Class 38: Communication filed by computer, namely, electronic transmission of data and documents via computer, delivery of messages by electronic transmission. (April 9, 1994)

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES (FIRST USE / PRIORITY DATE)
APPLE	3,928,818	May 3, 2007 March 8, 2011	Class 9: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text,

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES (FIRST USE / PRIORITY DATE)
			<p>data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software. computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to</p>

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES (FIRST USE / PRIORITY DATE)
			navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above. (April 1, 1976)
	1,114,431	March 20, 1978 March 6, 1979	Class 9: Computers and computer programs recorded on paper and tape. (January 1977)
	2,715,578	July 1, 2002 May 13, 2003	Class 9: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer monitors; personal digital assistants; portable digital audio players; electronic organizers;

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES (FIRST USE / PRIORITY DATE)
			<p>computer keyboards, cables, modems; audio speakers; computer video control devices, namely, computer mice, a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; electronic mail and messaging software; database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management. word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems</p>

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES (FIRST USE / PRIORITY DATE)
			and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above. (January 1, 1977)
	3,084,491	April 26, 2004 April 25, 2006	Class 9: electronic apparatus and software therefor for downloading, transmitting, receiving, playing, storing and organizing audio, video and navigation data for use in automobiles, railway cars and engines, ships and planes; sound effect generators and instruments comprised of computer hardware and software. (February 4, 2003)
	3,679,056	January 13, 2009 September 8, 2009	Class 9: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES (FIRST USE / PRIORITY DATE)
			speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest. (January 31, 1977)
APPLECARE	3,634,113	June 16, 2008 June 9, 2009	Class 37: Maintenance, repair, updating and installation services for computer hardware, computer peripherals, computer networks and consumer electronic devices; consulting services in the field of physical maintenance of computer hardware, computer peripherals, computer networks and consumer electronic devices. (October 25, 1982)
APPLECARE	3,901,026	June 16, 2008 January 4, 2011	Class 9: Computer installation and diagnostic support and utility software; computer hardware; computer replacement parts, namely, circuit boards, power supplies, computer fans, computer cables, RAID controllers, computer hardware modules; providing downloadable electronic publications in the nature of books, manuals and pamphlets in the field of computer hardware and computer software services and support. (October 25, 1982)
APPLE STORE	2,462,798	November 23, 1999 June 19, 2001	Class 35: Online retail store services provided via a global computer network featuring computers, computer hardware, computer systems, computer software, computer peripherals and accessories. (November 11, 1977)
APPLE STORE	2,683,410	April 25, 2002 February 4, 2003	Class 35: Retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via a global computer network featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto. (November 11,

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES (FIRST USE / PRIORITY DATE)
			1977)
APPLE STORE	3,710,912	February 4, 2008 November 17, 2009	Class 37: Maintenance, installation and repair of computer hardware, computer peripherals and consumer electronic devices. (May 19, 2001)

Copies of the registration certificates and printouts from the United States Patent and Trademark Office online database for the above-identified registrations are annexed as **Exhibit 7**.

8. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been filed and accepted pursuant to Sections 8 and 15 of the Lanham Act for Registration Nos. 1,078,312; 1,114,431; 1,401,154; 2,657,931; 2,715,578; 2,462,798; and 2,683,410, rendering such registrations incontestable.

9. Notwithstanding Opposer’s prior rights, and well after Opposer’s Marks became famous, applicant Jupiter IP, LLC (“Applicant”) filed Application Serial No. 85/263,334 to register the mark AN APPLECORE A DAY KEEPS THE TANGLES AWAY (“Applicant’s Mark”) for “Apparatus for cable and cord management, namely, non-metal cord minders in the nature of flexible spools adapted for organizing electrical, audio and video cords” in Class 9 (the “Opposed Goods”).

10. Opposer is timely filing this Notice of Opposition.

11. Consumers familiar with the sorts of goods and services offered by Opposer are likely to assume that the Opposed Goods offered under Applicant’s Marks originate from the same source or that the Opposed Goods are licensed through or otherwise associated with Opposer. Specifically, Applicant’s Mark incorporates Opposer’s APPLE mark in its entirety, and the dominant portion of Applicant’s Mark is “APPLECORE,” which is aurally and visually similar to—and only one or two letters distinct from—Opposer’s registered APPLECARE and APPLE STORE marks. Where the dominant feature of two marks is the same or similar, the

likelihood of confusion increases. Viewed as a whole, Applicant's Mark is very similar to Opposer's Marks in sight, sound, and especially in connotation and overall commercial impression. Consumers encountering Applicant's Mark, particularly in connection with the Opposed Goods, are likely to associate the mark with Opposer.

12. The Opposed Goods cited under Applicant's Mark are directly related and complementary to certain of the goods and services offered under Opposer's Marks and for which Opposer owns existing registrations. The Opposed Goods are essentially cord-winding accessories for consumer electronics, notwithstanding that Opposer already owns prior registrations for Opposer's Marks that cover multiple electronics accessories including cables, adapters, covers, cases, headphones, docking stations and remote controls. Indeed, Applicant has advertised its Opposed Goods in connection with Opposer's own products, confirming not only the high degree of relatedness between the parties' goods but also Applicant's intention to associate its goods with Opposer.

13. Accordingly, Applicant's Mark so closely resembles Opposer's Marks that Applicant's use of Applicant's Mark in connection with the Opposed Goods is likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of the Opposed Goods and Services in violation of the Lanham Act, 15 U.S.C. § 1052(d), with consequent injury to Opposer and the public.

14. If Applicant is permitted to register Applicant's Mark in connection with the Opposed Goods, consumer confusion resulting in damage and injury to Opposer would be caused and would result by reason of the similarity between Applicant's Mark and Opposer's Marks. Furthermore, any defect, objection, or fault found with the Opposed Goods marketed under Applicant's Mark would necessarily reflect upon and seriously injure the reputation which

Opposer has established for its goods and services.

15. Registration of Applicant's Mark is also likely to cause dilution of the distinctiveness of Opposer's Marks by eroding consumer's exclusive identification of Opposer's Marks with Opposer, and otherwise lessening the capacity of Opposer's Marks to identify and distinguish the goods and services of Opposer, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

16. Specifically, Applicant's Mark is likely to cause dilution by blurring based on a number of relevant considerations, including, without limitation:

(a) Applicant's Mark is substantially similar to Opposer's Marks in that Applicant's Mark incorporates Opposer's famous APPLE mark in its entirety, and its dominant "APPLECORE" portion is only one or two letters distinct from Opposer's registered APPLECARE and APPLE STORE marks;

(b) Opposer's Marks are inherently distinctive and have also acquired distinctiveness due to extensive use and promotion;

(c) Opposer has substantially and exclusively used Opposer's Marks in connection with Opposer's good and services;

(d) Opposer's Marks are widely recognized by the general consuming public; and

(e) On information and belief, by using Applicant's Mark, Applicant intends to create an association with Opposer and/or Opposer's Marks.

17. There is no issue as to priority. Opposer began using Opposer's Marks in commerce at least as early as 1976, well prior to the May 1, 2010 first-use date cited in Applicant's application.

18. If Applicant is granted the registration herein opposed, it would thereby obtain a *prima facie* exclusive right to the use of Applicant's Mark in connection with the Opposed Goods. Such registration would be a source of damage and injury to Opposer.


WHEREFORE, Opposer requests that this opposition be sustained and that the registration of Application Serial No. 85/263,334 in connection with the Opposed Goods be denied.

The opposition fee in the amount of \$300 for an opposition to one class of goods or service is filed herewith. If for any reason this amount is insufficient, it is requested that Opposer's attorney' Deposit Account No. 20-1430 be charged with any deficiency. The paper is filed electronically.

Date: New York, New York
February 13, 2012

Respectfully submitted,

**KILPATRICK TOWNSEND &
STOCKTON LLP**

By: 

Joseph Petersen
Robert Potter
31 West 52nd Street, 14th Floor
New York, New York 10019
Telephone: (212) 775-8700
Facsimile: (212) 775-8800

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Application Serial No. 85/263,334

For the mark: AN APPLECORE A DAY KEEPS THE TANGLES AWAY


Filed: March 10, 2011

Published: August 16, 2011

-----X	:	
APPLE INC.,	:	Opposition No.
	:	
Opposer,	:	
	:	
v.	:	<u>NOTICE OF OPPOSITION</u>
	:	
JUPITER IP, LLC,	:	
	:	
Applicant.	:	
-----X	:	

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being
filed electronically with the TTAB via ESTTA on this day, February 13, 2012.



Robert Potter

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Application Serial No. 85/263,334

For the mark: AN APPLECORE A DAY KEEPS THE TANGLES AWAY

Filed: March 10, 2011

Published: August 16, 2011

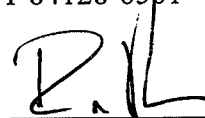
-----X	:	
APPLE INC.,	:	Opposition No.
	:	
Opposer,	:	
	:	
v.	:	<u>NOTICE OF OPPOSITION</u>
	:	
JUPITER IP, LLC,	:	
	:	
Applicant.	:	
-----X	:	

CERTIFICATE OF SERVICE

This is to certify that a copy of the foregoing NOTICE OF OPPOSITION has been served on Applicant by depositing said copy with the United States Postal Service as First Class Mail, postage prepaid, in an envelope addressed to:

Geoffrey E. Dobbin, Esq.
4278 S 6220 W
West Valley City, UT 84128-6501



















































This the 13th day of February, 2012.



Robert Potter

EXHIBIT 1

BrandZ Top 100 Most Valuable Global Brands 2011



















































#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
1		153,285	84%	26		24,312	23%
2		111,498	-2%	27		24,198	11%
3		100,849	17%	28		22,587	-4%
4		81,016	23%	29		22,555	141%
5		78,243	2%	30		22,425	3%
6		73,752	8%	31		21,834	-15%
7		69,916	N/A	32		19,782	-4%
8		67,522	18%	33		19,542	N/A
9		57,326	9%	34		19,350	11%
10		50,318	12%	35		19,102	246%
11		44,440	1%	36		17,597	N/A
12		43,647	-2%	37		17,530	-20%
13		42,828	N/A	38		17,290	15%
14		37,628	37%	39		17,182	3%
15		37,277	-5%	40		17,115	23%
16		36,876	97%	41		16,973	10%
17		35,737	35%	42		16,931	19%
18		35,404	-11%	43		16,909	N/A
19		29,774	N/A	44		16,314	-2%
20		28,553	15%	45		15,952	0%
21		27,249	N/A	46		15,719	11%
22		26,948	9%	47		15,674	17%
23		26,078	7%	48		15,449	19%
24		25,524	22%	49		15,427	5%
25		24,623	-20%	50		15,344	12%

*The Brand Value of Coca-Cola includes Lites, Diets and Zero

**Deutsche Telekom is in the process of re-branding its business to 'T', which incorporates T-Mobile, T-Home and T-Systems

***The Brand Value of Budweiser includes Bud Light

****The Brand Value of Pepsi includes Lites, Diets and Zero

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
51		15,168	0%	76		11,558	7%
52		15,131	N/A	77		11,363	-37%
53		14,900	3%	78		11,291	-19%
54		14,306	19%	79		11,147	-37%
55		14,258	0%	80		10,883	12%
56		14,182	-1%	81		10,735	-28%
57		13,917	10%	82		10,731	15%
58		13,904	-2%	83		10,540	N/A
59		13,754	-8%	84		10,525	26%
60		13,543	16%	85		10,443	19%
61		13,421	39%	86		10,335	15%
62		13,006	7%	87		10,076	N/A
63		12,931	1%	88		10,072	17%
64		12,542	-27%	89		9,877	10%
65		12,471	3%	90		9,600	29%
66		12,413	3%	91		9,587	N/A
67		12,160	7%	92		9,358	-43%
68		12,083	-3%	93		9,263	4%
69		12,033	45%	94		9,251	6%
70		11,998	29%	95		8,838	21%
71		11,917	41%	96		8,760	4%
72		11,901	40%	97		8,668	5%
73		11,759	25%	98		8,600	15%
74		11,694	N/A	99		8,535	N/A
75		11,609	N/A	100		8,439	-9%

*****The Brand Value of Nintendo includes Wii and Nintendo DS

*****The Brand Value of Sony includes Playstation 2 and 3, as well as PSP

















































*****The Brand Value of Red Bull includes sugar-free and Cola

Source: Millward Brown Optimor (including data from BrandZ, Kantar Worldpanel and Bloomberg)



















































THE TOP 100

TOP 100 Most Valuable Global Brands 2010							
#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
1		114,260	14%	26	 TOYOTA	21,769	-27%
2		86,383	30%	27		20,929	-8%
3		83,153	32%	28	 Gillette	20,663	-10%
4		76,344	0%	29	 LV	19,781	2%
5		67,983	1%	30		18,746	16%
6		66,005	-1%	31		18,012	12%
7		57,047	15%	32	 Nintendo **	17,834	-2%
8		52,616	-14%	33		17,434	-8%
9		45,054	-25%	34		17,283	N/A
10		44,404	-17%	35		16,719	-7%
11		43,927	15%	36		16,608	12%
12		39,717	48%	37		16,393	6%
13		39,421	-4%	38		15,991	20%
14		30,708	12%	39		15,476	N/A
15		27,459	29%	40		15,112	N/A
16		26,492	-5%	41		15,000	-35%
17		25,741	12%	42		14,980	0%
18		24,883	52%	43		14,866	-58%
19		24,817	16%	44		14,734	-2%
20		24,675	39%	45		14,454	N/A
21		24,291	3%	46		14,303	-2%
22		23,714	18%	47		14,224	15%
23		23,408	23%	48		14,210	-38%
24		21,960	4%	49		14,129	-6%
25		21,816	-9%	50		14,018	6%

*The Brand Value of Coca-Cola includes Lites, Diets and Zero
 ** The Brand Value of Nintendo includes Wii and Nintendo DS
 *** The Brand Value of Budweiser includes Bud Light
 **** The Brand Value of Pepsi includes Lites, Diets and Zero
 ***** The Brand Value of Red Bull includes sugar-free and Cola
 ***** The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket
 ***** Brand Value includes Playstation 2 and 3, as well as PSP
 Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg)


































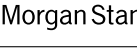
















#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
51		13,935	N/A	76		9,328	-28%
52		13,912	-7%	77		9,293	-31%
53		13,736	-11%	78		9,283	25%
54		13,403	-8%	79		9,201	-15%
55		13,010	20%	80		8,986	4%
56		12,977	3%	81		8,971	-3%
57		12,969	-18%	82		8,917	9%
58		12,752	-15%	83		8,747	1%
59		12,597	5%	84		8,607	-16%
60		12,434	14%	85		8,490	17%
61		12,426	17%	86		8,457	8%
62		12,148	-1%	87		8,383	20%
63		12,131	1%	88		8,377	N/A
64		12,032	9%	89		8,327	1%
65		12,021	-31%	90		8,236	2%
66		11,938	-23%	91		8,214	19%
67		11,659	57%	92		8,160	-8%
68		11,351	80%	93		8,159	4%
69		10,850	NA	94		8,147	30%
70		10,593	23%	95		8,003	18%
71		10,274	-7%	96		7,848	NA
72		9,723	6%	97		7,588	2%
73		9,675	N/A	98		7,450	13%
74		9,418	-1%	99		7,293	-16%
75		9,356	62%	100		7,280	14%

THE TOP 100

TOP 100 Most Valuable Global Brands 2009							
#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
1		100,039	16%	26		21,294	85%
2		76,249	8%	27		21,192	9%
3		67,625	16%	28		20,059	67%
4		66,622	20%	29		19,395	5%
5		66,575	34%	30		19,079	3%
6		63,113	14%	31		18,945	N/A
7		61,283	7%	32		18,233	N/A
8		59,793	-16%	33		17,965	-25%
9		53,727	45%	34		17,713	-8%
10		49,460	33%	35		17,467	-20%
11		41,083	19%	36		16,353	N/A
12		38,056	36%	37		16,228	-34%
13		35,163	-20%	38		16,035	10%
14		29,907	-15%	39		15,776	5%
15		27,842	-9%	40		15,499	-14%
16		27,478	100%	41		15,480	-53%
17		26,745	-9%	42		15,422	1%
18		23,948	-15%	43		15,076	7%
19		23,615	9%	44		14,996	-3%
20		23,110	-3%	45		14,991	-9%
21		22,938	-1%	46		14,963	-40%
22		22,919	6%	47		14,961	-1%
23		22,851	4%	48		14,894	-22%
24		22,811	16%	49		14,608	-52%
25		21,438	-6%	50		14,571	-12%

* The brand value of Coca-Cola includes Diet Coke, Coke Light and Coke Zero
** The brand value of Pepsi includes Diet Pepsi and Pepsi
*** Budweiser's value includes both Bud Light and Bud
****ING value includes ING Bank and ING Insurance
Source: Millward Brown Optimor (including data from BrandZ, Datamonitor, and Bloomberg)



#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51		13,562	-8%	76		8,609	-1%
52		13,292	23%	77		8,601	36%
53		13,242	-6%	78		8,219	20%
54		12,970	16%	79		8,154	N/A
55		12,549	33%	80		8,052	168%
56		12,396	17%	81		7,927	-31%
57		12,254	-17%	82		7,862	13%
58		12,061	8%	83		7,852	-20%
59		11,999	-4%	84		7,777	-8%
60		10,997	6%	85		7,512	-18%
61		10,991	N/A	86		7,468	15%
62		10,911	34%	87		7,427	7%
63		10,864	22%	88		7,415	-38%
64		10,841	N/A	89		7,260	-40%
65		10,586	48%	90		6,992	-5%
66		10,582	-17%	91		6,922	-27%
67		10,206	-13%	92		6,765	-40%
68		9,719	19%	93		6,743	-55%
69		9,491	-17%	94		6,721	10%
70		9,280	-40%	95		6,713	-21%
71		9,189	14%	96		6,572	24%
72		8,884	N/A	97		6,571	-17%
73		8,779	-29%	98		6,565	N/A
74		8,638	49%	99		6,409	-19%
75		8,631	20%	100		6,394	N/A

Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
1	Google	86,057	30%
2	GE (General Electric)	71,379	15%
3	Microsoft	70,887	29%
4	Coca-Cola (1)	58,208	17%
5	China Mobile	57,225	39%
6	IBM	55,335	65%
7	Apple	55,206	123%
8	McDonald's	49,499	49%
9	Nokia	43,975	39%
10	Marlboro	37,324	-5%
11	Vodafone	36,962	75%
12	Toyota	35,134	5%
13	Wal-Mart	34,547	-6%
14	Bank of America	33,092	15%
15	Citi	30,318	-10%
16	HP	29,278	17%
17	BMW	28,015	9%
18	ICBC	28,004	70%
19	Louis Vuitton	25,739	13%
20	American Express	24,816	7%
21	Wells Fargo	24,739	2%
22	Cisco	24,101	28%
23	Disney	23,705	5%
24	UPS	23,610	-4%
25	Tesco	23,208	39%
26	Oracle	22,904	29%
27	Intel	22,027	18%
28	Porsche	21,718	62%
29	SAP	21,669	20%
30	Gillette	21,523	20%
31	China Construction Bank	19,603	82%
32	Bank of China	19,418	42%
33	Verizon Wireless	19,202	18%
34	Royal Bank of Canada	18,995	39%
35	HSBC	18,479	6%
36	Mercedes	18,044	1%

EXHIBIT 2

"T. Rowe Price comes out on top" of the 30 largest fund companies. —Morningstar, June 2010

In addition, Morningstar has given over 45 of our funds a rating of 4 or 5 stars. [Click to expand and browse the funds.](#)



International

The World's Most Valuable Brands

Kurt Badenhausen, 08.30.10

It will take more than an antenna problem on the iPhone 4 to destroy the value of Apple's brand. The company topped our ranking of the world's most valuable brands. Worth \$57.4 billion by our calculation, Apple's brand squeaked by longtime nemesis Microsoft, worth \$56.6 billion. Google came in fifth with \$39.7 billion.

Apple shows how a brand can survive and thrive even when a parent company stumbles. Apple's sales plummeted 46% over a four-year stretch in the late 1990s. The stock was trading for less than \$4 (split-adjusted) in 1997 before cofounder Steve Jobs, who had been ousted, rejoined the company. The following year Apple released the iMac and has gone from one consumer success to another ever since. Revenue over the past 12 months was \$57 billion, net income \$12 billion.

To identify the world's most valuable brands, we looked at more than 100 with leadership positions in their industries. With help from Jeffrey Parkhurst, managing director of business strategy at Mindshare, a WPP-owned media agency, we valued the brands by looking at brand earnings over the past three years, subtracting a charge for the capital employed and then taking a percentage of earnings based on the role brands play in each industry. We applied the average price-to-earnings multiple of the parent company to the net brand earnings number to arrive at a brand value. You can find more details and the full list of 50 brands at www.forbes.com/cmo-network.

Tech brands make a big showing on the list with 30% of the top 50. U.S. brands dominate. While most large economies saw output decline in 2009, the brands on our list fared a little better, with sales, on average, flat in 2009. Some brands were hit hard by the economic downturn as well as by their own missteps.

The No. 11-ranked Toyota, worth \$24.1 billion, has been troubled over the past year by recalls covering 10 million vehicles. "Toyota always promoted quality, and then [the recalls showed] they delivered exactly the opposite," says Mindshare's Parkhurst, who argues the fallout would not have been as bad if Toyota's brand promise all these years had to do with, say, horsepower. Barring any more big setbacks, Parkhurst says, Toyota can bounce back over the next two years as the backlash against the brand has already ebbed. The public is figuring out that the tales of unintended acceleration are, for the most part, balderdash.

Special Offer: Free Trial Issue of Forbes

EXHIBIT 3

Coca Cola On Top For First Time In Annual 'Best Brands' Harris Poll*After Seven Years At Number One, Sony Drops To Second*

ROCHESTER, N.Y. – July 17, 2007 – Coca Cola continues its rise as it moves into the top position of the annual Harris Poll of “best brands” for the first time and rises from No. 3 last year. Sony, which had been in the top position for seven straight years, drops one spot to No. 2, while Toyota, previously in the fourth position, moves up to No. 3. Dell, which had been in the second spot last year drops two spots to No. 4 this year.

These are some of the results of a nationwide Harris Poll of 2,372 U.S. adults surveyed online by Harris Interactive® between June 5 and 11, 2007. Survey responses were unaided and a list of brand names was not presented to respondents. The results from this survey cannot be compared to results of the Harris Interactive 2007 EquiTrend Brand Study results, as the methodologies for the surveys differ¹.

The other places on the top-10 list of best brands are taken by Ford (No. 5), Kraft Foods (No. 6), Pepsi Cola (No. 7), Microsoft (No. 8), Apple (No. 9) and Honda (No. 10). Two brands dropped out of this list this year, Hewlett Packard (was No. 7) and General Electric (No. 8).

“Top of mind association with being “best” is a good position for any brand,” said Robert Fronk, Senior Vice President, Brand and Strategy Consulting, Harris Interactive. “For a truly successful brand relationship though, the objective is not just awareness, but to foster the ongoing process and outcome of brand engagement, which requires more custom and sophisticated measures based upon the interaction of the brand and its desired audience.”

Analysis By Industry

Three industries are represented on this year's list. Four of the companies are from the Electronics industry, while three are each from Autos and Consumer and Package Goods.

Changes Since Last Year

Most of the brands in this year's Top 10 list have not moved up or down substantially. The most notable changes are Honda, falling from No. 6 to No. 10 and Kraft Foods which rose from No. 9 to No. 6.

A Decade Ago...

One interesting thing to note is the changes from 1997 and what a difference ten years makes. Only four of this year's top ten brands were on the list back then: Ford (which was No. 1), Sony (which was No. 3), Coca-Cola (which was No. 7) and Pepsi Cola (which was No. 10).

¹ The 2007 EquiTrend Brand Study can be found at <http://www.harrisinteractive.com/news/allnewsbydate.asp?NewsID=1232>

TABLE 1
BEST BRANDS

“We would like you to think about brands or names of products and services you know. Considering everything,
which three brands do you consider the best?”
(All three replies combined)

Base: All Adults

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Coca-Cola	*	8	7	7	*	*	6	5	7	2	4	3	1
Sony	3	1	3	1	2	1	1	1	1	1	1	1	2
Toyota	*	=10	*	6	=6	=7	4	*	*	5	6	4	3
Dell	*	*	*	*	*	5	*	2	3	3	2	2	4
Ford	2	3	1	3	1	4	2	3	6	6	5	5	5
Kraft Foods	*	*	*	*	*	*	*	4	2	4	3	9	6
Pepsi Cola	*	*	10	*	*	*	*	7	=10	*	*	*	7
Microsoft	*	*	*	=8	6	*	7	*	5	*	=10	*	8
Apple	*	*	*	*	*	*	*	*	*	*	*	10	9
Honda	*	*	*	*	*	*	*	9	*	7	=7	6	10

Note: These are spontaneous replies. Respondents are not read or shown a list of brand names.

* Not in Top 10.

BRANDS THAT DROPPED OUT OF TOP-10 THIS YEAR

Hewlett Packard (was No. 7) and General Electric (was No. 8)

TABLE 2
NUMBER OF INDUSTRIES REPRESENTED IN THE TOP-TEN LIST

	2001	2002	2003	2004	2005	2006	2007
Electronics*	5	3	4	3	5	5	4
Automobiles	3	3	2	4	4	3	3
Consumer & packaged goods	2	3	4	3	2	2	3

* Includes Microsoft

Methodology

This Harris Poll® was conducted online within the United States between June 5 and 11, 2007 among 2,372 adults. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

These statements conform to the principles of disclosure of the National Council on Public Polls.

The Harris Poll® #71, July 17, 2007

By Regina Corso, Director, *The Harris Poll®*, Harris Interactive

EXHIBIT 4

ENGLISH ▼

CONTACT US

SEARCH
SEARCH SITEInterbrand Creating and managing
brand value™

ABOUT US

OUR WORK

KNOWLEDGE

BEST GLOBAL BRANDS

NEWS ROOM

CAREERS

OFFICES

BEST
GLOBAL
BRANDS
2011

Top 100 Brands

Interactive Charts

Methodology

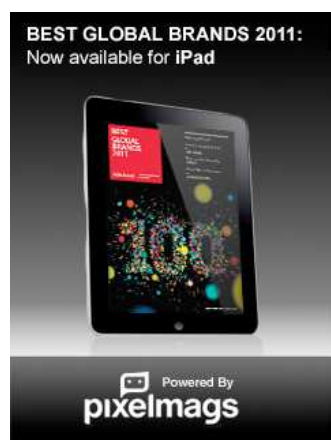
Top Brand Interviews

Articles

SIGN UP
FOR UPDATES2011 REPORT:
Read Online
Download
For iPad
Top 100 Poster

PREVIOUS YEARS

2011 ranking
2010 ranking
2009 ranking
2008 ranking
2007 ranking
2006 ranking
2005 ranking
2004 ranking
2003 ranking
2002 ranking
2001 ranking

































PRESS & MEDIA































Karen Burke
Global Chief






























2011 Ranking of the Top 100 Brands

Print

+	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	71,861	2%
+	2	2		United States	Business Services	69,905	8%
+	3	3		United States	Computer Software	59,087	-3%
+	4	4		United States	Internet Services	55,317	27%
+	5	5		United States	Diversified	42,808	0%
+	6	6		United States	Restaurants	35,593	6%
+	7	7		United States	Electronics	35,217	10%
+	8	17		United States	Electronics	33,492	58%
+	9	9		United States	Media	29,018	1%
+	10	10		United States	Electronics	28,479	6%
+	11	11		Japan	Automotive	27,764	6%
+	12	12		Germany	Automotive	27,445	9%
+	13	14		United States	Business Services	25,309	9%
+	14	8		Finland	Electronics	25,071	-15%
+	15	15		Germany	Automotive	24,554	10%
+	16	13		United States	FMCG	23,997	3%
+	17	19		South Korea	Electronics	23,430	20%
+	18	16		France	Luxury	23,172	6%
+	19	20		Japan	Automotive	19,431	5%
+	20	22		United States	Business Services	17,262	16%
+	21	21		Sweden	Apparel	16,459	2%
+	22	23		United States	Beverages	14,590	4%
+	23	24		United States	Financial Services	14,572	5%
+	24	26		Germany	Business Services	14,542	14%
+	25	25		United States	Sporting Goods	14,528	6%
+	26	36		United States	Internet Services	12,758	32%

<p>Communications Officer + 1 212 798-7646</p> <p>Lindsay Beltzer Global Public Relations Associate + 1 212 798-7786</p> <p>BGB BADGE</p> <p>Are you a Best Global Brand? Contact Jessica McHie for the BGB badge and guidelines for usage.</p> <div><p>TOP 100 BEST GLOBAL BRAND 2011</p><p>Interbrand</p></div>	+	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
	+	27	31		United States	Transportation	12,536	6%
	+	28	29		United States	Financial Services	12,437	1%
	+	29	30		United States	Alcohol	12,252	0%
	+	30	27		Switzerland	Beverages	12,115	-5%
	+	31	28		Sweden	Home Furnishings	11,863	-5%
	+	32	32		United Kingdom	Financial Services	11,792	2%
	+	33	33		Japan	Electronics	11,715	2%
	+	34	35		United States	FMCG	11,372	3%
	+	35	34		Japan	Electronics	9,880	-13%
<p>BEST GLOBAL GREEN BRANDS</p> <p>Which brands lead when it comes to the environment. Find out in our Best Global Green Brands report.</p> <div><p>BEST GLOBAL GREEN BRANDS</p><p>Interbrand</p></div>	+	36	43		United States	Internet Services	9,805	16%
	+	37	39		Canada	Media	9,515	6%
	+	38	37		United States	Financial Services	9,091	-3%
	+	39	44		Italy	Luxury	8,763	5%
	+	40	45		France	FMCG	8,699	9%
	+	41	42		Netherlands	Electronics	8,658	0%
	+	42	40		United States	Financial Services	8,620	-3%
	+	43	41		United States	Electronics	8,347	-6%
	+	44	48		Spain	Apparel	8,065	8%
	+	45	47		United States	Business Services	8,005	7%
	+	46	49		Germany	Diversified	7,900	8%
	+	47	53		Germany	Automotive	7,857	14%
	+	48	38		Japan	Electronics	7,731	-14%
	+	49	46		United States	FMCG	7,609	1%
	+	50	50		United States	Automotive	7,483	4%
	+	51	51		United States	FMCG	7,127	3%
	+	52	58		France	FMCG	6,936	9%
	+	53	56		France	Financial Services	6,694	0%
	+	54	52		United States	Financial Services	6,634	-4%
	+	55	57		Switzerland	FMCG	6,613	1%
	+	56	54		Canada	Electronics	6,424	-5%

+	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value	ABOUT US Interbrand Interbrand Companies InterbrandHealth Interbrand Design Forum BrandWizard Interbrand Foundation
+	57	59		United States	Electronics	6,414	5%	OUR WORK By Client By Discipline Analytics Brand Strategy Brand Valuation Corporate Design Digital Strategy Digital Brand Management Health Internal Brand Engagement Naming Packaging Design Retail Verbal Identity
+	58	55		United States	Media	6,383	-5%	
+	59	63		Germany	Automotive	6,171	13%	KNOWLEDGE Branding Studies Papers & Articles Blog Books Brandchannel IQ
+	60	62		Germany	Sporting Goods	6,154	12%	
+	61	65		South Korea	Automotive	6,005	19%	BEST GLOBAL BRANDS 2011 Report 2010 Report Previous Years Methodology Best Global Green Brands
+	62	60		United States	Restaurants	5,902	1%	
+	63	61		United States	Beverages	5,604	-3%	NEWS ROOM Press Releases In the News Awards & Recognition OFFICES Our Local Offices Contact Form
+	64	70		United States	Diversified	5,598	19%	
+	65	64		United States	FMCG	5,376	6%	
+	66	69		France	Luxury	5,356	12%	
+	67	67		Germany	Financial Services	5,345	9%	
+	68	68		Spain	Financial Services	5,088	5%	
+	69	73		Japan	Electronics	5,047	16%	
+	70	77		France	Luxury	4,781	18%	
+	71	71		United States	FMCG	4,672	3%	
+	72	72		Germany	Automotive	4,580	4%	
+	73	76		United States	Luxury	4,498	9%	
+	74	81		Netherlands	Energy	4,483	12%	
+	75	82		United States	Financial Services	4,478	12%	
+	76	66		United States	Internet Services	4,413	-11%	
+	77	79		France	Alcohol	4,383	9%	
+	78	78		United States	Alcohol	4,319	7%	
+	79	74		United Kingdom	Financial Services	4,259	1%	
+	80	88		United States	Computer Software	4,170	15%	
+	81	83		United States	Restaurants	4,092	3%	
+	82	80		Switzerland	Financial Services	4,090	2%	
+	83	75		United States	FMCG	4,072	-2%	
+	84	84		United States	Apparel	4,040	2%	
+	85	90		United States	Diversified	3,945	10%	
+	86	85		Mexico	Alcohol	3,924	2%	

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
	87	87		Germany	FMCG	3,883	4%
	88	92		United Kingdom	Alcohol	3,842	8%
	89	89		United Kingdom	Alcohol	3,841	6%
	90	NEW		Japan	Automotive	3,819	N/A
	91	93		Netherlands	Alcohol	3,809	8%
	92	86		Switzerland	Financial Services	3,799	0%
	93	95		Italy	Luxury	3,794	10%
	94	94		Switzerland	Financial Services	3,769	8%
	95	100		United Kingdom	Luxury	3,732	20%
	96	97		United States	Restaurants	3,663	10%
	97	NEW		United States	Diversified	3,651	N/A
	98	NEW		Taiwan	Electronics	3,605	N/A
	99	91		Italy	Automotive	3,591	1%
	100	98		United States	Automotive	3,512	7%

RSS  | COPYRIGHT © 2011 INTERBRAND. ALL RIGHTS RESERVED. | [brandchannel](#)

**SIGN UP
FOR UPDATES**

[Take me to the form](#)

English ▼

Search

SEARCH SITE

Interbrand Creating and managing
brand value™
[ABOUT US](#)[OUR WORK](#)[KNOWLEDGE](#)[BEST GLOBAL BRANDS](#)[NEWS ROOM](#)[OFFICES](#)

BEST GLOBAL BRANDS 2010

[Top 100 Brands](#)[Methodology](#)[Brand Leader Conversations](#)
[SIGN UP
FOR UPDATES](#)































[Read online:
Full Report](#)
[Downloads:
Report \(US format\)
Report \(UK format\)
Top 100 Poster](#)

BEST GLOBAL BRANDS

2010 RANKINGS

[Print](#)

	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
	1	1		United States	Beverages	70,452	2%
	2	2		United States	Business Services	64,727	7%
	3	3		United States	Computer Software	60,895	7%
	4	7		United States	Internet Services	43,557	36%
	5	4		United States	Diversified	42,808	-10%
	6	6		United States	Restaurants	33,578	4%
	7	9		United States	Electronics	32,015	4%
	8	5		Finland	Electronics	29,495	-15%
	9	10		United States	Media	28,731	1%
	10	11		United States	Electronics	26,867	12%
	11	8		Japan	Automotive	26,192	-16%
	12	12		Germany	Automotive	25,179	6%
	13	13		United States	FMCG	23,298	2%
	14	14		United States	Business Services	23,219	5%
	15	15		Germany	Automotive	22,322	3%
	16	16		France	Luxury	21,860	4%
	17	20		United States	Electronics	21,143	37%
	18	17		United States	Tobacco	19,961	5%
	19	19		South Korea	Electronics	19,491	11%
	20	18		Japan	Automotive	18,506	4%
	21	21		Sweden	Apparel	16,136	5%
	22	24		United States	Business Services	14,881	9%
	23	23		United States	Beverages	14,061	3%

<p>CHARTS & GRAPHS</p> <p>24 22</p> <p>TOP RISERS & FALLERS</p> <p>25 26</p> <p>27</p> <p>28 25</p> <p>29 37</p> <p>INDUSTRY INSIGHTS</p> <p>30 30</p> <p>31 31</p> <p>32 32</p> <p>33 33</p> <p>34 29</p>	                             	<p>United States</p> <p>United States</p> <p>Germany</p> <p>Switzerland</p> <p>Sweden</p> <p>United States</p> <p>United States</p> <p>United States</p> <p>United Kingdom</p> <p>Japan</p> <p>Japan</p> <p>United States</p> <p>United States</p> <p>United States</p> <p>Japan</p> <p>Canada</p> <p>United States</p> <p>United States</p> <p>Netherlands</p> <p>United States</p> <p>Italy</p> <p>France</p> <p>United States</p> <p>United States</p> <p>Spain</p> <p>Germany</p> <p>United States</p> <p>United States</p> <p>United States</p> <p>Germany</p>	<p>Financial Services</p> <p>Sporting Goods</p> <p>Business Services</p> <p>Beverages</p> <p>Home Furnishings</p> <p>Financial Services</p> <p>Alcohol</p> <p>Transportation</p> <p>Financial Services</p> <p>Electronics</p> <p>Electronics</p> <p>FMCG</p> <p>Internet Services</p> <p>Financial Services</p> <p>Electronics</p> <p>Electronics</p> <p>Internet Services</p> <p>Luxury</p> <p>FMCG</p> <p>FMCG</p> <p>Business Services</p> <p>Apparel</p> <p>Diversified</p> <p>Automotive</p> <p>FMCG</p> <p>Financial Services</p> <p>Automotive</p>	<p>13,944</p> <p>13,706</p> <p>12,756</p> <p>12,753</p> <p>12,487</p> <p>12,314</p> <p>12,252</p> <p>11,826</p> <p>11,561</p> <p>11,485</p> <p>11,356</p> <p>11,041</p> <p>9,665</p> <p>9,372</p> <p>8,990</p> <p>8,976</p> <p>8,887</p> <p>8,880</p> <p>8,696</p> <p>8,453</p> <p>8,346</p> <p>7,981</p> <p>7,534</p> <p>7,481</p> <p>7,468</p> <p>7,315</p> <p>7,195</p> <p>6,919</p> <p>6,911</p> <p>6,892</p>	<p>-7%</p> <p>4%</p> <p>5%</p> <p>-4%</p> <p>4%</p> <p>29%</p> <p>4%</p> <p>2%</p> <p>10%</p> <p>10%</p> <p>-5%</p> <p>6%</p> <p>23%</p> <p>1%</p> <p>-2%</p> <p>6%</p> <p>-13%</p> <p>-14%</p> <p>7%</p> <p>15%</p> <p>2%</p> <p>3%</p> <p>4%</p> <p>-3%</p> <p>10%</p> <p>0%</p> <p>3%</p> <p>6%</p> <p>8%</p> <p>6%</p>

PREVIOUS YEARS

2010 ranking
 2009 ranking
 2008 ranking
 2007 ranking
 2006 ranking
 2005 ranking
 2004 ranking
 2003 ranking
 2002 ranking
 2001 ranking

BGB BADGE






























Are you a Best Global Brand? Contact [Lisa Kline](#) for the BGB badge and guidelines for usage.













































































































PRESS & MEDIA

[Lisa Kline](#)
 +1 212-798-7647

[Lindsay Beltzer](#)
 +1 212 798-7786

+	54	63		Canada	Electronics	6,762	32%
+	55	54		United States	Media	6,719	3%
+	56	53		France	Financial Services	6,694	3%
+	57	58		Switzerland	FMCG	6,548	4%
+	58	60		France	FMCG	6,363	7%
+	59	56		United States	Electronics	6,109	-5%
+	60	61		United States	Restaurants	5,844	2%
+	61	N/A		United States	Beverages	5,777	0%
+	62	62		Germany	Sporting Goods	5,495	2%
+	63	65		Germany	Automotive	5,461	9%
+	64	67		United States	FMCG	5,072	3%
+	65	69		South Korea	Automotive	5,033	9%
+	66	64		United States	Internet Services	4,958	-3%
+	67	81		Germany	Financial Services	4,904	28%
+	68	N/A		Spain	Financial Services	4,846	0%
+	69	70		France	Luxury	4,782	4%
+	70	66		United States	Diversified	4,704	-6%
+	71	71		United States	FMCG	4,536	3%
+	72	74		Germany	Automotive	4,404	4%
+	73	75		Japan	Electronics	4,351	3%
+	74	N/A		United Kingdom	Financial Services	4,218	0%
+	75	80		United States	FMCG	4,155	8%
+	76	76		United States	Luxury	4,127	3%
+	77	77		France	Luxury	4,052	2%
+	78	N/A		United States	Alcohol	4,036	0%
+	79	82		France	Alcohol	4,021	7%
+	80	N/A		Switzerland	Financial Services	4,010	0%
+	81	92		Netherlands	Energy	4,003	24%
+	82	94		United States	Financial Services	3,998	26%

ABOUT US

Interbrand
Interbrand Companies
InterbrandHealth
Interbrand Design
Forum
BrandWizard
Interbrand Foundation

OUR WORK

By Client
By Discipline
Analytics
Brand Strategy
Brand Valuation
Corporate Design
Digital Strategy
Digital Brand
Management
Health
Internal Brand
Engagement
Naming
Packaging Design
Retail
Verbal Identity

KNOWLEDGE

Branding Studies
Papers & Articles
Blog
Books
Brandchannel

BEST GLOBAL BRANDS

2010 Report
Previous Years
Methodology

NEWS ROOM

Press Releases
In the News
Awards & Recognition

OFFICES

Our Local Offices
Contact Form

SIGN UP FOR UPDATES

Take me to the form

BEST GLOBAL BRANDS
HOME

Return to the Best Global
Brands homepage.

METHODOLOGY

Read about **our method** for
valuing brands

PREVIOUS YEARS

2009 ranking
(takes time to load)
2008 ranking
(takes time to load)
2007 ranking
2006 ranking
2005 ranking
2004 ranking
2003 ranking
2002 ranking
2001 ranking










MEDIA & GENERAL
INQUIRIES


















Lisa Marsala
Group Communications
Manager
Tel: + 1 212 798 7646

BEST GLOBAL BRANDS

2009 rankings

Contract All | Expand All | Print

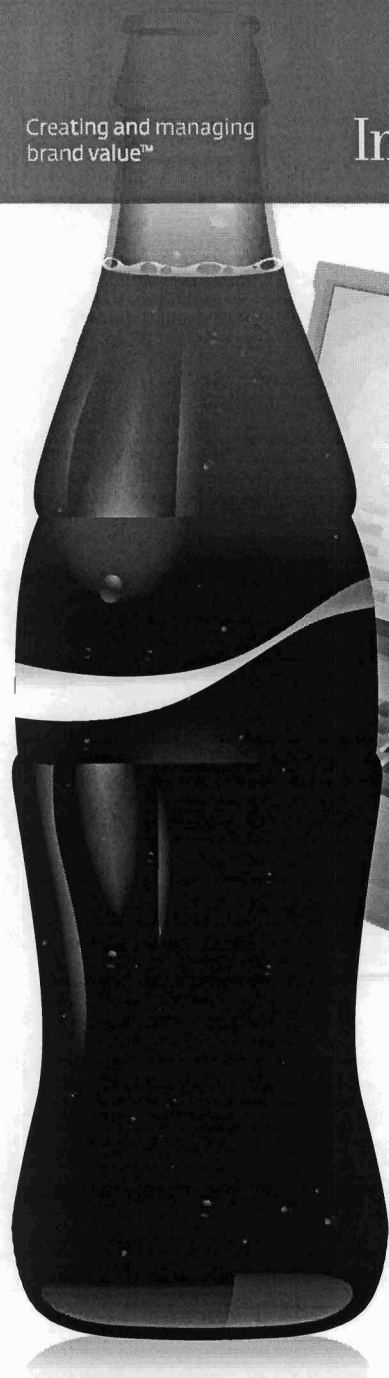
2009 Rank	2008 Rank	Brand	Country of Origin	Sector	2009 Brand Value (\$m)	Change in Brand Value	
1	1		United States	Beverages	68,734	3%	⊕
2	2		United States	Computer Services	60,211	2%	⊕
3	3		United States	Computer Software	56,647	-4%	⊕
4	4		United States	Diversified	47,777	-10%	⊕
5	5		Finland	Consumer Electronics	34,864	-3%	⊕
6	8		United States	Restaurants	32,275	4%	⊕
7	10		United States	Internet Services	31,980	25%	⊕
8	6		Japan	Automotive	31,330	-8%	⊕
9	7		United States	Computer Hardware	30,636	-2%	⊕
10	9		United States	Media	28,447	-3%	⊕
11	12		United States	Computer Hardware	24,096	2%	⊕

12	11		Germany	Automotive	23,867	-7%	+
13	14		United States	Personal Care	22,841	4%	+
14	17		United States	Computer Services	22,030	3%	+
15	13		Germany	Automotive	21,671	-7%	+
16	16		France	Luxury	21,120	-2%	+
17	18		United States	Tobacco	19,010	-11%	+
18	20		Japan	Automotive	17,803	-7%	+
19	21		Republic of Korea	Consumer Electronics	17,518	-1%	+
20	24		United States	Computer Hardware	15,433	12%	+
21	22		Sweden	Apparel	15,375	11%	+
22	15		United States	Financial Services	14,971	-32%	+
23	26		United States	Beverages	13,706	3%	+
24	23		United States	Computer Software	13,699	-1%	+
25	28		Switzerland	Beverages	13,317	2%	+
26	29		United States	Sporting Goods	13,179	4%	+
27	31		Germany	Computer Software	12,106	-1%	+
28	35		Sweden	Home Furnishings	12,004	10%	+

Best Global Brands 2008

Creating and managing
brand value™

Interbrand



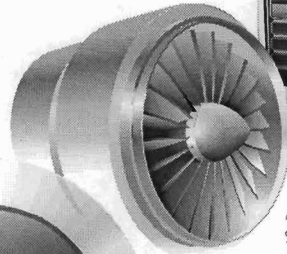
1. Coca-Cola
\$66,667 Million
+2% from 2007



2. IBM
\$59,031 Million
+3% from 2007



3. Microsoft
\$59,007 Million
+1% from 2007



4. GE
\$53,086 Million
+3% from 2007



5. Nokia
\$35,842 Million
+7% from 2007



6. Toyota
\$44,959 Million
+5% from 2007



7. Intel
\$31,141 Million
+1% from 2007

Lessons from the Best Global Brands

Building brand value

Collaborative branding

Activating employees

Are you acting
like a brand leader?

Sustainability's impact
on brand value

Marketing and sector
performance

The Red Thread of
brand value

Best Global Brands 2008

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
1	1		US	Beverages	66,667	2%
2	3		US	Computer Services	59,031	3%
3	2		US	Computer Software	59,007	1%
4	4		US	Diversified	53,086	3%
5	5		Finland	Consumer Electronics	35,942	7%
6	6		Japan	Automotive	34,050	6%
7	7		US	Computer Hardware	31,261	1%
8	8		US	Restaurants	31,049	6%
9	9		US	Media	29,251	0%
10	20		US	Internet Services	25,590	43%
11	10		Germany	Automotive	25,577	9%
12	12		US	Computer Hardware	23,509	6%
13	13		Germany	Automotive	23,298	8%
14	16		US	Personal Care	22,069	8%
15	15		US	Financial Services	21,940	5%
16	17		France	Luxury	21,602	6%
17	18		US	Computer Services	21,306	12%
18	14		US	Tobacco	21,300	0%
19	11		US	Financial Services	20,174	-14%
20	19		Japan	Automotive	19,079	6%
21	21		South Korea	Consumer Electronics	17,689	5%
22	-		Sweden	Apparel	13,840	NEW
23	27		US	Computer Software	13,831	11%
24	33		US	Consumer Electronics	13,724	24%
25	25		Japan	Consumer Electronics	13,583	5%
26	26		US	Beverages	13,249	3%
27	23		UK	Financial Services	13,143	-3%
28	24		Switzerland	Beverages	13,055	1%
29	29		US	Sporting Goods	12,672	6%
30	28		US	Transportation	12,621	5%
31	34		Germany	Computer Software	12,228	13%
32	31		US	Computer Hardware	11,695	1%
33	30		US	Alcohol	11,418	-7%
34	22		US	Financial Services	11,399	-21%
35	38		Sweden	Home Furnishings	10,913	8%
36	36		Japan	Computer Hardware	10,876	1%
37	32		US	Financial Services	10,773	-6%
38	35		US	Financial Services	10,331	-3%
39	40		US	Food	9,710	4%
40	44		Japan	Consumer Electronics	8,772	13%
41	39		Switzerland	Financial Services	8,740	-11%
42	37		US	Financial Services	8,696	-16%
43	42		Netherlands	Diversified	8,325	8%
44	-		Canada	Media	8,313	NEW
45	46		Italy	Luxury	8,254	7%
46	48		US	Internet Services	7,991	7%
47	50		US	Computer Services	7,948	9%
48	43		Germany	Diversified	7,943	3%
49	41		US	Automotive	7,896	-12%
50	45		US	Automotive	7,609	-1%

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
51	51		France	Personal Care	7,508	7%
52	52		US	Media	7,193	4%
53	54		Germany	Automotive	7,047	8%
54	47		US	Financial Services	7,022	-6%
55	49		France	Financial Services	7,001	-4%
56	53		US	Food	6,646	2%
57	57		US	Personal Care	6,437	7%
58	62		US	Internet Services	6,434	19%
59	56		US	Computer Hardware	6,393	6%
60	58		France	Luxury	6,355	9%
61	59		US	Food	6,105	6%
62	64		Spain	Apparel	5,955	15%
63	63		Switzerland	Food	5,592	5%
64	60		US	Restaurants	5,582	-2%
65	55		US	Internet Services	5,496	-9%
66	67		France	Food	5,408	8%
67	68		Germany	Automotive	5,407	11%
68	66		US	Diversified	5,288	5%
69	65		US	Personal Care	5,264	3%
70	69		Germany	Sporting Goods	5,072	6%
71	71		Switzerland	Luxury	4,956	8%
72	72		South Korea	Automotive	4,846	9%
73	-		Canada	Consumer Electronics	4,802	NEW
74	70		US	Personal Care	4,636	1%
75	75		Germany	Automotive	4,603	9%
76	73		France	Luxury	4,575	8%
77	61		US	Apparel	4,357	-20%
78	78		Japan	Consumer Electronics	4,281	4%
79	83		Switzerland	Luxury	4,236	10%
80	79		US	Luxury	4,208	5%
81	74		US	Restaurants	4,097	-4%
82	80		Germany	Financial Services	4,033	2%
83	85		France	Alcohol	3,951	6%
84	84		UK	Energy	3,911	3%
85	88		US	Restaurants	3,879	7%
86	81		Netherlands	Financial Services	3,768	-1%
87	77		US	Consumer Electronics	3,721	-10%
88	89		US	Consumer Electronics	3,682	2%
89	91		UK	Alcohol	3,590	6%
90	92		Japan	Automotive	3,588	7%
91	94		Italy	Luxury	3,585	9%
92	90		US	Personal Care	3,582	4%
93	-		Italy	Automotive	3,527	NEW
94	-		Italy	Luxury	3,526	NEW
95	87		France	Alcohol	3,511	-1%
96	-		US	Hospitality	3,502	NEW
97	93		Netherlands	Energy	3,471	4%
98	96		Germany	Personal Care	3,461	9%
99	-			Transportation	3,359	NEW
100	-		US	Financial Services	3,338	NEW

EXHIBIT 5



World's Most Admired Companies

Apple

Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 1)

Overall score: 8.16

Why it's admired For the fourth straight year, Apple tops Fortune's Most Admired list. The company's blistering pace of new product releases has continued to set the bar high for tech companies across the board.



COURTESY: APPLE

Apple took a stock hit when iconic CEO Steve Jobs announced in January that he'd be taking a second medical leave, two years after receiving a liver transplant during a six-month sabbatical. But Jobs assured the market in the company's recent earnings report that Apple was still "firing on all cylinders."

It certainly appears to be. Apple nearly doubled its quarterly profits vs. a year ago. The iPad 2 was introduced in March, marking the second generation of one of Apple's milestone product successes. And Jobs made a surprise appearance at the launch.

Another huge move by Apple was the announcement this January that the iPhone 4 would be available from Verizon, offering another option to consumers frustrated with dropped calls on AT&T. --By Shelley DuBois

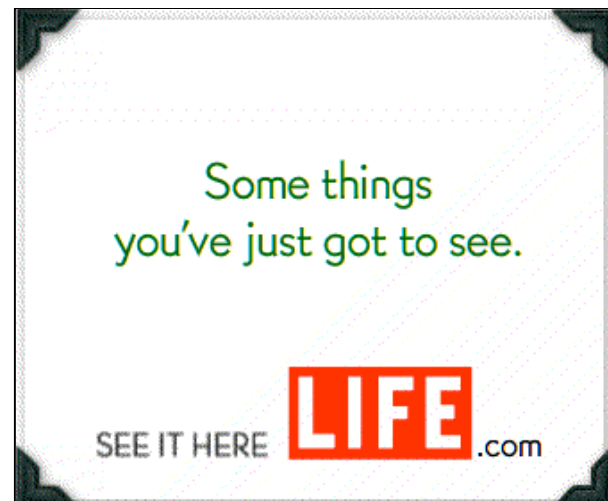
Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	1
Quality of management	1
Financial soundness	1
Long-term investment	1

Advertisement



Print Powered By FormatDynamics™



Quality of products/services **1**

Global competitiveness **2**

Industry: Computers

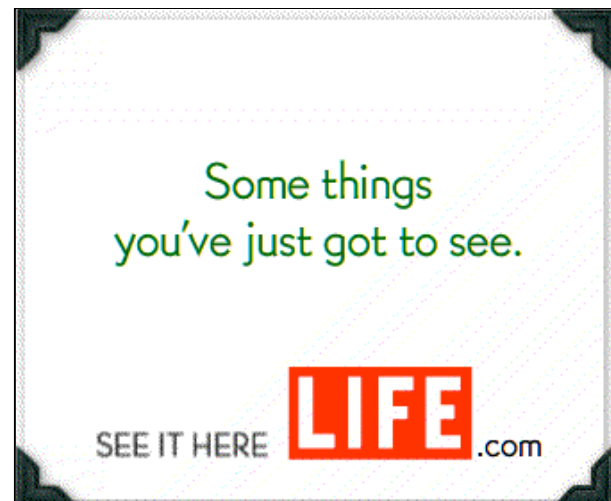
Most Admired

Rank	Company	Overall score
1	Apple	8.16
2	EMC	6.79
3	Hewlett-Packard	6.71

[See all](#)

From the March 21, 2011 issue

Advertisement



Print Powered By FormatDynamics™



World's Most Admired Companies

Apple

MOST ADMIRABLE Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 2)

Overall score: 7.95

Why it's admired Steve Jobs does it again: Apple is keeping its Most Admired crown for the third year in a row.



PHOTO: RYAN ANSON/AP/GETTY IMAGES

With 250 million iPods, 43 million iPhones, and 32 million iPod touches sold to date, plus the promise of a game-changing iPad, Apple won this year's vote by the highest margin ever for a No. 1. Two more years as champ and Apple will match GE for most appearances in the top spot.

What makes Apple so admired? Product, product, product. This is the company that changed the way we do everything from buy music to design products to engage with the world around us. Its track record for innovation and fierce consumer loyalty translates into tremendous respect across business' highest ranks.

As BMW CEO Norbert Reithofer puts it, "The whole world held its breath before the iPad was announced. That's brand management at its very best." --*Christopher Tkaczyk*

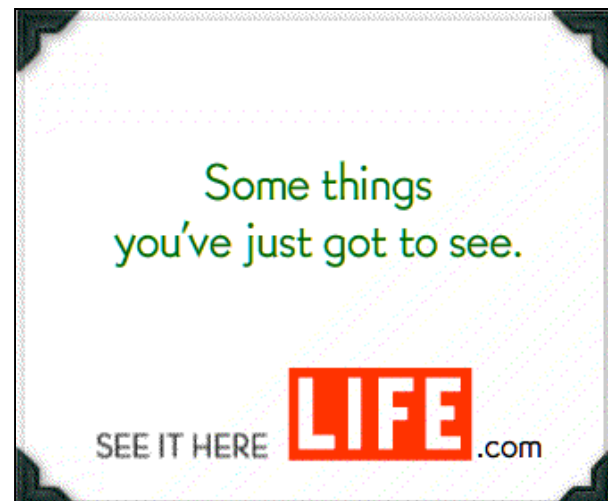
Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	2
Social responsibility	2
Quality of management	1
Financial soundness	1
Long-term investment	2

Advertisement



Print Powered By FormatDynamics™



Nine key attributes of reputation

Industry rank

Quality of products/services

1

Global competitiveness

2

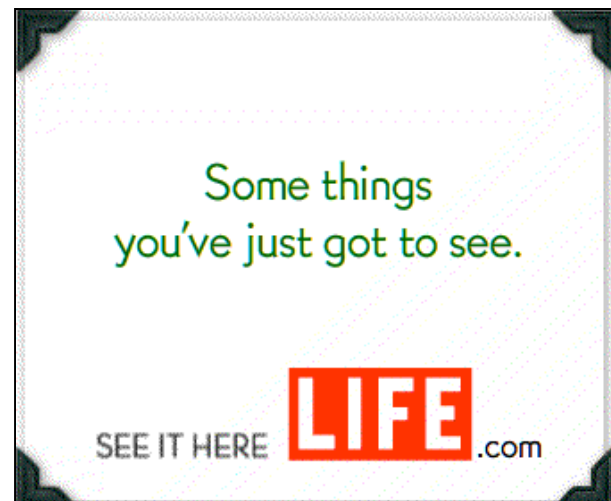
Industry: Computers

Most Admired

Rank	Company	Overall score
1	Apple	7.95
2	Hewlett-Packard	7.74
3	EMC	6.86

From the March 22, 2010 issue

Advertisement



Print Powered By FormatDynamics™

CNNMoney.com

News | Markets | Technology | Personal Finance | Small Business | CNN.com

Enter quotes

Go

Search Fortune

Search

Subscribe To Fortune Magazine
Magazine Customer Service

Home | Fortune 500 | Technology | Investing | Management | Rankings

Video

Newsletters

RSS

WORLD'S MOST ADMIRABLE COMPANIES

2009

jobs by

Full List | By Location | Best & Worst | No. 1s | Industries

Apple

1 of 50

Back

Next

MOST ADMIRABLE

Top 50 rank: 1

Rank in Computers: 2 (Previous rank: 2*)

Overall score: 7.07

Why it's admired

It's been a rocky year for Apple: CEO Steve Jobs' health made headlines, and critics said Cupertino wasn't being open enough about it. But customers remained loyal to the brand that made white ear buds cool. As much of the computer industry struggled, Apple shipped 22.7 million iPods during its first quarter (up 3 percent from last year), 2.5 million Macs (up 9 percent), and 4.4 million iPhones. No wonder Apple tops our Most Admired list for the second year in a row. --Alyssa Abkowitz

Address: 1 Infinite Loop
Cupertino, CA 95014
Phone: 408-996-1010
Website: www.apple.com



COURTESY: APPLE

Get Quote: AAPL

Financials: Latest Results

Add AAPL to Portfolio

Add AAPL to Alerts

Nine key attributes of reputation

Innovation

People management

Use of corporate assets

Social responsibility

Quality of management

Financial soundness

Long-term investment

Quality of products/services

Global competitiveness

Industry rank

1

1

3

5

3

2

3

1

5

...Top 50 Headquarters



Show: Top 50 | All Most Admired: The Americas | Europe | Asia/Australia

...What Readers Say

They speak out on the Most Admired...

Goldman Sachs, Morgan Chase, and Bank of America in the Top 50?? Y...

How about Genentech, 9 billion in sales with significant profit, whi...

AT&T most admired? Not by their rank and file employees. 12,000...

Sponsored Links

Solar Stock Pick - EVSO

Emerging Green Energy Co. Growth Stock Investment

Are you "PM" Certified?

Villanova Project Management Certification 8 weeks - Enroll Now.

Bankruptcy

Looking for Alternatives to Bankruptcy?

Countrywide® Home Loans

No Cash Required For Closing Costs. Call Or Apply Online Now.

Buy a link here

Find companies you most admire

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Xerox	7.28

2 Apple 7.07

3 Hewlett-Packard 7.04

[More competitors](#)

[See all](#)

From the March 16, 2009 issue

*Designated as an international industry. Prior year's ranks, unless otherwise noted, are ranks in the World's Most Admired Companies listing.

Sponsored Links

Solar Stock Pick - EVSO

Emerging Green Energy Co. Growth Stock Investment
www.EvolutionSolar.com

Are you "PM" Certified?

Villanova Project Management Certification 8 weeks- Enroll Now.
www.VillanovaU.com/PM

Bankruptcy

Looking for Alternatives to Bankruptcy?
JustClickLocal.com

[Have your say](#)

Like companies you most admire

- ☐ Innovation
- ☐ Quality of management
- ☐ People management
- ☐ Financial soundness
- ☐ Use of corporate assets
- ☐ Long-term investment
- ☐ Social responsibility
- ☐ Product/services quality
- ☐ Global competitiveness

Select Industry(s) [See All](#)

Select State(s) [See All](#)

Select Country(s) [See All](#)

Get more Most Admired data
 (HOW THIS TOOL WORKS)

[Submit](#)

Video (3 of 3)



Least admired companies

Fortune's Stanley Bing looks at qualities, like repeated layoffs, that could land a company on this, um, prestigious list [Watch](#)

[Buy a link here](#)

Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company		Industry rank
Apple		2
Walt Disney		1
Google		1
See the rest		

How we pick the Most Admired

This year *Fortune* has revamped the Most Admired Survey by combining the former America's Most Admired Company (AMAC) survey and the former World's Most Admired Company (WMAC) survey into one... [More](#)

[LATEST ISSUE](#)

[FORTUNE ASIA](#)

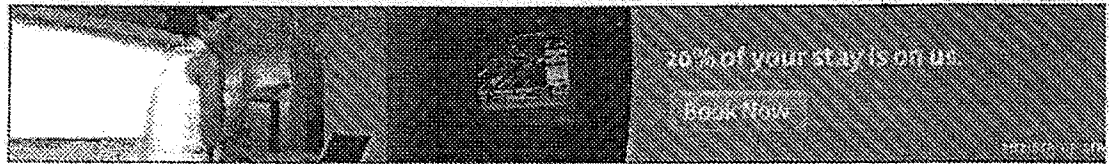
[FORTUNE EUROPE](#)



How Facebook is taking over our lives

[Table of Contents](#)
[Recent Issues](#)

[Subscribe](#)


CNNMoney.com

News | Markets | Technology | Personal Finance | Small Business | CNN.com

Enter quotes

FORTUNE

[Home](#) [Fortune 500](#) [Technology](#) [Investing](#) [Management](#) [Rankings](#)

AMERICA'S MOST ADMIRABLE COMPANIES 2008

Top 20

No. 1s

Full list

Best & Worst

Companies

States

Industries

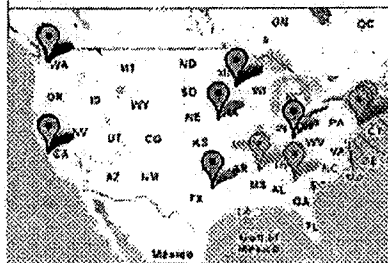
Global

Top 20

For the 20 most admired companies overall, FORTUNE's survey asked businesspeople to vote for the companies that they admired most, from any industry.

Rank	Company
1	Apple
2	Berkshire Hathaway
3	General Electric
4	Google
5	Toyota Motor
6	Starbucks
7	FedEx
8	Procter & Gamble
9	Johnson & Johnson
10	Goldman Sachs Group
11	Target
12	Southwest Airlines
13	American Express
14*	BMW
14*	Costco Wholesale
16	Microsoft
17	United Parcel Service

Most Admired Companies HQs



Show: Top 20 | Full list

What readers say...

• Safeway should be ranked one of the WORST companies to work for! I ...

• Indeed these are amongst the most admired companies overall. One t...

• I work for the IKAN CORPORATION in Houston Texas. We sell video pro...

Have your say

Find compar

- ☐ Innovation
- ☐ People management
- ☐ Use of corporate e
- ☐ Social responsibility

Industry:

For multiple selections, hold down the <Ctrl> key

State:

For multiple selections, hold down the <Ctrl> key

[Get more Most Adm](#)

Stocks

Motley Fool don't think so. The Advisor in the bea

96% of the picks t up. 83% are beat than tripled...

Activision is up 80 earning returns if they're recommen

[Click here for "T](#)

*Results as of 5/13/08

18	Cisco Systems
19	3M
20	Nordstrom

From the March 17, 2008 issue

Indicates a tie.

Sponsored Links

"Teeth Whiteners Exposed"

7 Teeth Whitening Products Tested, Rated, and Reviewed. A Must Read!
www.best-teeth-whitening.com

Countrywide® Home Loans

No Closing Cost Refi Options. No Points or Processing Fees. Call Now.
www.Countrywide.com

What's your credit score?

The U.S. Average is 692. See your 2008 report and score now for \$0!
FreeCreditReport.com

Sponsored Links

"Teeth Whitening C
 7 Teeth Whitening Pro
 Must Read!

Countrywide® Hom
 No Closing Cost Refi
 Call Now.

What's your credit!
 The U.S. Average is 6
 for \$0!

GEICO Car Insuran
 GEICO could save you
 quote.

Best compa

State

California

New York

Texas

See the rest

Buy a link here

Most admir managemer

Company

Medco Health Solutio

BMW

Walt Disney

See the rest

Most admir

Company

Apple

Nike

Medco Health Solutio

See the rest

Industry ch:

EXHIBIT 6



Thursday February 25, 2010

The 50 Most Innovative Companies 2010

Before the world shuddered two years ago, U.S. companies dominated our Most Innovative Companies ranking, easily outnumbering corporations based outside of America. But now that the global economy seems to be growing again, senior executives surveyed by the Boston Consulting Group (BCG) no longer consider the U.S. the be-all and end-all in innovation. Yes, Apple reigns as No. 1 again, trailed by silver medalist Google. And Microsoft and IBM find themselves back in the top five, based on BCG's global poll.

But for the first time ever, more companies on our Top 50 are based outside the U.S. China's rise is the fastest. A year ago, its only representative was Lenovo, at 46. This year Greater China is tied with Asia's postwar powerhouse, Japan, thanks to showings by BYD (8), Haier Electronics (27), Lenovo (29), China Mobile (44), and Taiwan-based HTC (47). To make room for 2010's freshmen, a half-dozen American giants on 2009's list got dumped: AT&T, ExxonMobil, 3M, Johnson & Johnson, Southwest Airlines, and Target. For more details on the ranking, [see the footnotes at the bottom of the table](#).

Special Report: [The 50 Most Innovative Companies 2010](#)

Story: [50 Most Innovative Companies](#)

Story: [What Executives Make of Innovation](#)

Slide Show: [Cutting Edge Companies](#)

Click column heading once to reorder from highest to lowest. Click twice to reorder from lowest to highest.

2010 Rank ▲	2009 Rank	Company	HQ Country	HQ Continent	Stock Returns 2006-09 * (in %)	Revenue Growth 2006-09 ** (in %)	Margin Growth 2006-09 *** (in %)
1	1	Apple	U.S.	North America	35	30	29
2	2	Google	U.S.	North America	10	31	2
3	4	Microsoft	U.S.	North America	3	10	-4
4	6	IBM	U.S.	North America	12	2	11
5	3	Toyota Motor	Japan	Asia	-20	-11	NA
6	11	Amazon.com	U.S.	North America	51	29	6
7	27	LG Electronics	South Korea	Asia	31	16	707
8	NR	BYD	China	Asia	99	42	-1
9	17	General Electric	U.S.	North America	-22	-1	-25
10	14	Sony	Japan	Asia	-19	-5	NA
11	16	Samsung Electronics	South Korea	Asia	10	17	-9
12	33	Intel	U.S.	North America	3	0	12
13	31	Ford Motor	U.S.	North America	10	-12	NA
14	8	Research In Motion	Canada	North America	17	75	-6
15	18	Volkswagen	Germany	Europe	8	0	14
16	7	Hewlett-Packard	U.S.	North America	9	8	9
17	13	Tata Group	India	Asia	Private	Private	Private
18	20	BMW	Germany	Europe	-8	0	NA
19	24	Coca-Cola	U.S.	North	9	9	1

America							
20	5	Nintendo	Japan	Asia	-8	22	3
21	10	Wal-Mart Stores	U.S.	North America	7	6	-1
22	NR	Hyundai Motor	South Korea	Asia	23	12	17
23	9	Nokia	Finland	Europe	-14	0	-37
24	34	Virgin Group	Britain	Europe	Private	Private	Private
25	12	Procter & Gamble	U.S.	North America	1	5	2
26	22	Honda Motor	Japan	Asia	-11	-9	NA
27	NR	Fast Retailing	Japan	Asia	17	15	0
28	NR	Haier Electronics	China	Asia	28	22	-15
29	19	McDonald's	U.S.	North America	15	2	10
30	46	Lenovo	China	Asia	18	-1	NA
31	32	Cisco Systems	U.S.	North America	-4	8	-6
32	21	Walt Disney	U.S.	North America	0	2	0
33	15	Reliance Industries	India	Asia	21	23	-4
34	NR	Siemens	Germany	Europe	-3	-4	27
35	NR	Dell	U.S.	North America	-17	-4	-7
36	38	Nestlé	Switzerland	Europe	8	4	1
37	NR	British Sky Broadcasting	Britain	Europe	6	9	-10
38	25	Vodafone	Britain	Europe	6	17	-13
39	47	JPMorgan Chase	U.S.	North America	-2	18	-21
40	NR	Oracle	U.S.	North America	13	13	5
41	NR	Petrobras	Brazil	South America	18	5	-11
42	42	Banco Santander	Spain	Europe	2	-1	8
43	48	Fiat	Italy	Europe	-10	-2	-12
44	NR	China Mobile	China	Asia	1	16	1
45	NR	Goldman Sachs	U.S.	North America	-5	6	4
46	43	Nike	U.S.	North America	12	5	2
47	NR	HTC	Taiwan	Asia	6	11	-11
48	40	Facebook	U.S.	North America	Private	Private	Private
49	36	HSBC	Britain	Europe	-5	-7	-45
50	30	Verizon Communications	U.S.	North America	1	7	6

FOOTNOTES

Data: Analysis and data provided in collaboration with the Boston Consulting Group's innovation practice and BCG-ValueScience. Reuters and Standard & Poor's Compustat supplied financial data; Bloomberg provided total shareholder returns.

* Stock returns are annualized, Dec. 31, 2006, to Dec. 31, 2009, and account for price appreciation and dividends.

** Revenue and operating margin growth are annualized based on 2006-2009 fiscal years. Margin growth is earnings before interest and taxes as a

percentage of revenues. Where possible, quarterly and semiannual data are used to bring performance for pre-June yearends closer to December 2009. Financial figures are calculated in local currency.

*** Calculating three-year compound annual growth rates for operating margins is not possible when the starting or end figure is negative.

NR: Not ranked in 2009 survey.

[-Back to top-](#)



Thursday February 25, 2010

The 50 Most Innovative Companies

With the sudden reversal of the global economy, businesses are struggling not only with shrinking income and budgets, but also with seismic shifts that are upending entire industries, from autos and retail to banking and entertainment. These same forces are apparent in our latest ranking of the Most Innovative Companies. While the 2009 list includes some stalwarts in their usual top positions—namely Apple and Google—15 newcomers have joined the lineup, the biggest change since *BusinessWeek* and Boston Consulting Group first partnered on this proprietary survey in 2005. These include more companies headquartered outside the U.S. than in the past, such as Volkswagen, Infosys, and Telefónica. See a full explanation of our [methodology](#) as well as the [footnotes](#) at the bottom of the table.

Special Report: [Most Innovative Companies 2009](#)

Slide Show: [BW's 50 Most Innovative Companies](#)

CEO's Picks: [CEOs name the companies they admire](#)

Methodology: [The thinking behind the rankings](#)

Survey: [Agree? Disagree? Let us know](#)

Click column heading once to reorder from highest to lowest. Click twice to reorder from lowest to highest.

2009 Rank ▲	2008 Rank	Company	HQ Country	HQ Continent	Stock Returns 2005-08 * (in %)	Revenue Growth 2005-08 ** (in %)	Margin Growth 2005-08 *** (in %)	Known for its Most Innovative (% who think so)
1	1	Apple	U.S.	North America	5.9	30.4	15.8	Product (47%)
2	2	Google	U.S.	North America	-9.5	52.6	-8.2	Customer Experience (26%)
3	3	Toyota Motor	Japan	Asia	-20.7	4.2	-35.9	Process (35%)
4	5	Microsoft	U.S.	North America	-8.0	13.5	-1.3	Process (26%)
5	7	Nintendo	Japan	Asia	36.7	61.1	20.6	Product (48%)
6	12	IBM	U.S.	North America	2.3	4.4	14.3	Process (31%)
7	15	Hewlett-Packard	U.S.	North America	9.1	10.9	31.6	Process (39%)
8	13	Research In Motion	Canada	North America	24.6	74.1	11.2	Product (53%)
9	10	Nokia	Finland	Europe	-8.3	14.0	-10.3	Product (38%)
10	23	Wal-Mart Stores	U.S.	North America	8.0	9.1	-2.1	Process (49%)
11	11	Amazon.com	U.S.	North America	2.8	31.2	-4.8	Customer Experience (41%)
12	8	Procter & Gamble	U.S.	North America	4.5	11.7	2.4	Process (27%)
13	6	Tata Group	India	Asia	Private	Private	Private	Product (44%)
14	9	Sony	Japan	Asia	-25.8	3.1	-41.1	Product (40%)
15	19	Reliance Industries	India	Asia	22.6	28.5	11.9	Business Model (35%)
16	26	Samsung Electronics	South Korea	Asia	-10.8	10.5	-1.5	Product (41%)
17	4	General Electric	U.S.	North America	-19.7	10.1	-12.2	Process (36%)
18	NR	Volkswagen	Germany	Europe	-14.4	7.1	33.6	Customer Experience (38%)
19	30	McDonalds	U.S.	North America	25.8	7.2	9.5	Customer Experience (55%)
20	14	BMW	Germany	Europe	-14.8	6.9	-14.6	Customer Experience (37%)
21	17	Walt Disney	U.S.	North America	-0.2	6.4	17.2	Customer Experience (68%)
22	16	Honda Motor	Japan	Asia	-15.4	4.8	-14.6	Product (47%)
23	27	AT&T	U.S.	North America	9.9	41.5	9.7	Product (33%)
				North				

24	NR	Coca-Cola	U.S.	America	6.8	11.4	0.1	Customer Experience (38%)
25	47	Vodafone	Britain	Europe	8.6	10.2	NA	Product (25%)
26	NR	Infosys	India	Asia	-8.1	32.4	2.0	Process (40%)
27	NR	LG Electronics	South Korea	Asia	-5.0	9.6	17.0	Product (46%)
28	NR	Telefónica	Spain	Europe	12.2	17.0	-2.0	Business Model (40%)
29	31	Daimler	Germany	Europe	-11.9	1.5	39.0	Product (40%)
30	34	Verizon Communications	U.S.	North America	10.4	11.9	-1.0	Customer Experience (38%)
31	NR	Ford Motor	U.S.	North America	-32.6	-3.3	NA	Product (36%)
32	35	Cisco Systems	U.S.	North America	-1.6	14.3	-8.0	Process (27%)
33	48	Intel	U.S.	North America	-14.3	-1.1	-8.0	Process (35%)
34	28	Virgin Group	Britain	Europe	Private	Private	Private	Customer Experience (45%)
35	NR	ArcelorMittal	Luxembourg	Europe	-6.7	64.4	-18.0	Business Model (63%)
36	40	HSBC Holdings	Britain	Europe	-6.1	20.3	-18.0	Process (32%)
37	42	ExxonMobil	U.S.	North America	14.5	8.8	2.0	Process (47%)
38	NR	Nestlé	Switzerland	Europe	4.3	6.5	-14.0	Product (47%)
39	NR	Iberdrola	Spain	Europe	7.5	54.0	-14.0	Customer Experience (40%)
40	25	Facebook	U.S.	North America	Private	Private	Private	Customer Experience (51%)
41	22	3M	U.S.	North America	-7.2	6.1	-3.0	Product (44%)
42	NR	Banco Santander	Spain	Europe	-9.3	11.8	2.0	Business Model (37%)
43	45	Nike	U.S.	North America	7.1	11.5	-4.0	Customer Experience and Product (36% each)
44	NR	Johnson & Johnson	U.S.	North America	2.4	8.1	1.0	Customer Experience (42%)
45	49	Southwest Airlines	U.S.	North America	-19.2	13.3	-25.0	Customer Experience (45%)
46	NR	Lenovo	China	Asia	-14.2	6.6	4.0	Business Model (35%)
47	NR	JPMorgan Chase	U.S.	North America	-4.4	-2.6	NA	Process (62%)
48	NR	Fiat	Italy	Europe	-13.5	8.5	2.0	Product (30%)
49	24	Target	U.S.	North America	-13.5	8.1	2.0	Customer Experience (60%)
50	NR	Royal Dutch Shell	Netherlands	Europe	4.7	14.3	-8.0	Process (45%)

FOOTNOTES

DATA: Analysis and data provided in collaboration with the innovation practice of the Boston Consulting Group and BCG-ValueScience. Reuters and Compustat were used for financial and industry data and Bloomberg for total shareholder returns.

* Stock returns are annualized, Dec. 31, 2005, to Dec. 31, 2008, and account for price appreciation and dividends.

** Revenue and operating margin growth are annualized based on 2005-08 fiscal years. Margin growth is earnings before interest and taxes as a percentage of revenues reported in most recent statements or filings. Where possible, quarterly and semiannual data were used to bring performance for pre-June yearends closer to December 2008. Financial figures were calculated in local currency.

*** Calculating three-year compound annual growth rate for operating margins was not possible when either figure was negative.

NR: Not Rated.

[-Back to top-](#)

BusinessWeek

The World's 50 Most Innovative Companies

In a climate when innovation efforts and research and development budgets are likely to see more scrutiny than ever, our 2008 list of the World's Most Innovative Companies adds three financial measures to the mix to determine the rankings. For this year's list, votes cast in the proprietary BusinessWeek-BCG survey received 80% of the overall weighting, stock returns were weighted 10%, while three-year revenue and margin growth each got 5%. While these changes -- only votes from our survey counted in the past -- marked the biggest shift yet in our rankings of the World's Most Innovative Companies, there are some similarities to previous years. Once again, Apple's design whizzes lead our list, followed by Google's search geniuses and Toyota's hybrid car maven. But the added financial metrics and the greater diversity of our survey, which polled more global and C-suite respondents than ever also helped to produce a few big changes. Global names such as Tata Group and Nintendo, both making their first appearance, landed in the top 10. Traditional innovation icon 3M plummeted from No. 7 to No. 22. And dark horses such as No. 18 General Motors, which has suffered through a tumultuous year financially, received a surprising number of votes thanks to concept cars like the electric Chevrolet Volt and the Detroit automaker's renewed focus on design. For a full explanation of our methodology, click [here](#) -- and see the footnotes at the bottom of the table.

Special Report: Inside Innovation

Slide Show: The World's 50 Most innovative Companies

Click column heading once to reorder from highest to lowest. Click twice to reorder from lowest to highest.

Rank	Company	HQ Country	HQ Continent	Revenue Growth 2004-07* (in %)	Margin Growth 2004-07* (in %)	Stock Returns 2004-07** (in %)	Most Known for its Innovative... (% who think so)
1	APPLE	USA	North America	47	69	83	Products (52%)
2	GOOGLE	USA	North America	73	5	53	Customer Experience (26%)
3	TOYOTA MOTOR	Japan	Asia	12	1	15	Processes (36%)
4	GENERAL ELECTRIC	USA	North America	9	1	3	Processes (43%)
5	MICROSOFT	USA	North America	16	8	12	Products (26%)
6	TATA GROUP	India	Asia	NA	NA	NA	Products (58%)
7	NINTENDO	Japan	Asia	37	4	77	Products (63%)
8	PROCTER & GAMBLE	USA	North America	16	4	12	Processes (30%)
9	SONY	Japan	Asia	8	13	17	Products (56%)
10	NOKIA	Finland	Europe	20	2	35	Products (36%)
11	AMAZON.COM	USA	North America	29	-11	28	Customer Experience (33%)
12	IBM	USA	North America	1	11	4	Processes (31%)
13	RESEARCH IN MOTION	Canada	North America	56	-1	51	Products (37%)
14	BMW	Germany	Europe	6	-5	11	Customer Experience (40%)
15	HEWLETT-PACKARD	USA	North America	10	17	35	Processes, Business Models, and Customer Experience (27% each)
16	HONDA MOTOR	Japan	Asia	12	6	14	Products (40%)
17	WALT DISNEY	USA	North America	6	14	7	Customer Experience (63%)
18	GENERAL MOTORS	USA	North America	-2	-98	-11	Products (55%)
19	RELIANCE INDUSTRIES	India	Asia	31	-7	94	Business Models (31%)
20	BOEING	USA	North America	9	32	21	Products (63%)
21	GOLDMAN SACHS GROUP	USA	North America	30	6	28	Processes and Business Models (33% each)
22	3M	USA	North America	7	5	3	Products (45%)
23	WAL-MART STORES	USA	North America	10	-2	-2	Processes (48%)
24	TARGET	USA	North America	11	3	NA	Customer Experience (67%)
25	FACEBOOK	USA	North America	NA	NA	NA	Customer Experience (51%)
26	SAMSUNG ELECTRONICS	South Korea	Asia	2	-14	8	Products (42%)
27	AT&T	USA	North America	43	6	23	Customer Experience (33%)
28	VIRGIN GROUP	Britain	Europe	NA	NA	NA	Customer Experience (47%)
29	AUDI	Germany	Europe	11	11	41	Products (50%)
30	MCDONALD'S	USA	North America	7	-7	25	Customer Experience (42%)
31	DAIMLER	Germany	Europe	-11	37	28	Products (35%)
32	STARBUCKS	USA	North America	23	-2	-13	Customer Experience (60%)
33	EBAY	USA	North America	33	-37	-17	Business Models (28%)
34	VERIZON COMMUNICATIONS	USA	North America	12	NA	9	Services (41%)

35 CISCO SYSTEMS	USA	North America	20	-5	12 Products (35%)
36 ING GROEP	Netherlands	Europe	7	4	11 Services (41%)
37 SINGAPORE AIRLINES	Singapore	Asia	9	5	20 Customer Experience (55%)
38 SIEMENS	Germany	Europe	1	21	22 Products (41%)
39 COSTCO WHOLESALE	USA	North America	11	-5	14 Customer Experience (46%)
40 HSBC	Britain	Europe	12	-1	4 Services (39%)
41 BANK OF AMERICA	USA	North America	12	NA	NA Customer Experience and Services (23% each)
42 EXXON MOBIL	USA	North America	11	7	25 Processes (50%)
43 NEWS CORP.	USA	North America	4	4	4 Business Models (47%)
44 BP	Britain	Europe	14	-5	11 Processes (42%)
45 NIKE	USA	North America	8	-1	14 Customer Experience (43%)
46 DELL	USA	North America	7	-12	-17 Business Models (37%)
47 VODAFONE GROUP	Britain	Europe	7	-21	15 Business Models (33%)
48 INTEL	USA	North America	4	-10	6 Products (53%)
49 SOUTHWEST AIRLINES	USA	North America	15	9	-9 Customer Experience (50%)
50 AMERICAN EXPRESS	USA	North America	3	1	3 Customer Experience (35%)

DATA: Analysis and data provided in collaboration with the innovation practice of the Boston Consulting Group and BCG-ValueScience. Reuters and Compustat were used for financial and industry data and Bloomberg for total shareholder returns.

*Compound growth rates for revenue and operating margins are based on 2004-07 fiscal year data as originally stated. Operating margin is earnings before interest and taxes, as a percentage of revenue. Where possible, quarterly and semiannual data were used to bring performance for pre-June yearends closer to December, 2007. Financial figures were calculated in local currency.

**Stock returns are annualized, 12/31/04 to 12/31/07, and account for price appreciation and dividends.

***Calculating three-year compound annual growth rate for operating margins was not possible when either figure was negative.

Copyright 2000-2009 by The McGraw-Hill Companies Inc. All rights reserved.

The McGraw-Hill Companies

EXHIBIT 7

Int. Cl.: 9

Prior U.S. Cl.: 26

United States Patent Office

Reg. No. 1,078,312

Registered Nov. 29, 1977

TRADEMARK

Principal Register

APPLE

Apple Computer, Inc. (California corporation)
20863 Stevens Creek Blvd.
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS
RECORDED ON PAPER AND TAPE, in CLASS 9
(U.S. CL. 26).

First use during April 1976; in commerce during April
1976.

Ser. No. 120,444, filed Mar. 25, 1977.

G. T. GLYNN, Examiner



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Sep 14 04:35:46 EDT 2011

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)[Logout](#)

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TAB Status](#) | [ASSIGN STATUS](#) | [TDR](#) | [TAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark	APPLE
Goods and Services	IC 009. US 026. G & S: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE. FIRST USE: 19760400. FIRST USE IN COMMERCE: 19760400
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73120444
Filing Date	March 25, 1977
Current Filing Basis	1A
Original Filing Basis	1A
Registration Number	1078312
International Registration Number	0870749
Registration Date	November 29, 1977
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 950142081
	(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070621.
Renewal	1ST RENEWAL 20070621
Live/Dead Indicator	LIVE

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [TOP](#) | [HELP](#)[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cl.: 38

Prior U.S. Cls.: 100, 101, and 104

Reg. No. 2,079,765

United States Patent and Trademark Office

Registered July 15, 1997

**SERVICE MARK
PRINCIPAL REGISTER**

APPLE

APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMMUNICATION FILED BY COMPUTER, NAMELY, ELECTRONIC TRANSMISSION OF DATA AND DOCUMENTS VIA COMPUTER, DELIVERY OF MESSAGES BY ELEC-

TRONIC TRANSMISSION, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 4-9-1994; IN COMMERCE 4-9-1994.

OWNER OF U.S. REG. NOS. 1,200,280, 1,819,400, AND OTHERS.

SN 74-660,120, FILED 4-7-1995.

WON TEAK OH, EXAMINING ATTORNEY



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Mon Feb 13 04:35:46 EST 2012

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICTIONARY](#) [SEARCH OGS](#) [BOTTOM](#) [HELP](#)[Logout](#)

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TARR Status](#)[ASSIGN Status](#)[TDR](#)[TTAB Status](#)

(Use the "Back" button of the Internet

Browser to return to TESS)

Typed Drawing

Word Mark	APPLE
Goods and Services	IC 038. US 100 101 104. G & S: communication filed by computer, namely, electronic transmission of data and documents via computer, delivery of messages by electronic transmission. FIRST USE: 19940409. FIRST USE IN COMMERCE: 19940409
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74660120
Filing Date	April 7, 1995
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	August 20, 1996
Registration Number	2079765
International Registration Number	0870749
Registration Date	July 15, 1997
Owner	(REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	THOMAS R. LA PERLE
Prior Registrations	1200280;1819400;AND OTHERS
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070202.

Renewal 1ST RENEWAL 20070202
Live/Dead Indicator LIVE

[TESS HOME](#)

[NEW USER](#)

[STRUCTURED](#)

[FREE FORM](#)

[BROWSE DICT](#)

[SEARCH OG](#)

[TOP](#)

[HELP](#)

[| HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 3,928,818

Registered Mar. 8, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTER HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP AND NOTEBOOK COMPUTERS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER HARDWARE, SOFTWARE AND COMPUTER PERIPHERALS FOR COMMUNICATION BETWEEN MULTIPLE COMPUTERS AND BETWEEN COMPUTERS AND LOCAL AND GLOBAL COMPUTER NETWORKS; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND OTHER MULTIMEDIA CONTENT; COMPUTER MONITORS; LIQUID CRYSTAL DISPLAYS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS, CABLES, MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; STANDS SPECIALLY DESIGNED FOR HOLDING COMPUTER HARDWARE AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; BATTERIES; RECHARGEABLE BATTERIES; BATTERY CHARGERS; BATTERY PACKS; POWER ADAPTERS FOR COMPUTERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; WIRED AND WIRELESS REMOTE CONTROLS FOR COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; HEADPHONES AND EARPHONES; STEREO HEADPHONES; IN-EAR HEADPHONES; MICROPHONES; AUDIO EQUIPMENT FOR VEHICLES, NAMELY, MP3 PLAYERS; SOUND SYSTEMS COMPRISING REMOTE CONTROLS, AMPLIFIERS, LOUDSPEAKERS AND COMPONENTS THEREOF; AUDIO RECORDERS; RADIO RECEIVERS; RADIO TRANSMITTERS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO AND VIDEO PLAYERS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; VIDEOPHONES; COMPUTER GAMING MACHINES, NAMELY, STAND-ALONE VIDEO GAMING MACHINES; HANDHELD AND MOBILE DIGITAL ELECTRONIC DEVICES FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL AND OTHER DIGITAL MEDIA; MP3 AND OTHER DIGITAL FORMAT AUDIO AND VIDEO PLAYERS; PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; A FULL LINE OF ELECTRONIC AND MECHANICAL PARTS AND FITTING FOR PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES, NAMELY, HEADPHONES, MICROPHONES, REMOTE CONTROLS, BATTERIES, BATTERY CHARGERS, DEVICES FOR HANDS-FREE USE, KEYBOARDS, ADAPTORS; PARTS AND ACCESSORIES FOR MOBILE TELEPHONES, NAMELY, MOBILE TELEPHONE COVERS, MOBILE TELEPHONE CASES, MOBILE TELEPHONE COVERS MADE OF CLOTH OR TEXTILE MATER-



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,928,818 IALS, MOBILE TELEPHONE BATTERIES, MOBILE TELEPHONE BATTERY CHARGERS, HEADSETS FOR MOBILE TELEPHONES, DEVICES FOR HANDS-FREE USE OF MOBILE TELEPHONES; CARRYING CASES, SACKS, AND BAGS, ALL FOR USE WITH COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; OPERATING SYSTEM PROGRAMS; COMPUTER UTILITY PROGRAMS FOR COMPUTER OPERATING SYSTEMS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE FOR CONNECTING WIRELESS DEVICES, MOBILE TELEPHONES, HANDHELD DIGITAL ELECTRONIC DEVICES, COMPUTERS, LAPTOP COMPUTERS, COMPUTER NETWORK USERS, GLOBAL COMPUTER NETWORKS; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE TO DEVELOP OTHER COMPUTER SOFTWARE; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL MEDIA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEBSITE DEVELOPMENT SOFTWARE; COMPUTER SOFTWARE FOR REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORKS; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER SOFTWARE FOR RECORDING AND ORGANIZING CALENDARS AND SCHEDULES, TO-DO LISTS, AND CONTACT INFORMATION; COMPUTER SOFTWARE FOR CLOCK AND ALARM CLOCK FUNCTIONALITY; COMPUTER SOFTWARE AND PRERECORDED COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; ELECTRONIC MAIL AND MESSAGING SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE AND FIRMWARE FOR OPERATING SYSTEM PROGRAMS; BLANK COMPUTER STORAGE MEDIA; USER MANUALS IN ELECTRONICALLY READABLE, MACHINE READABLE OR COMPUTER READABLE FORM FOR USE WITH, AND SOLD AS A UNIT WITH, ALL THE AFOREMENTIONED GOODS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-1-1976; IN COMMERCE 4-1-1976.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,078,312, 2,808,567, AND OTHERS.

SN 77-172,511, FILED 5-3-2007.

ANGELA DUONG, EXAMINING ATTORNEY

**United States Patent and Trademark Office**[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)**Trademarks > Trademark Electronic Search System (TESS)***TESS was last updated on Wed Sep 14 04:35:46 EDT 2011*[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE Dict](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)[Logout](#) Please logout when you are done to release system resources allocated for you.**Record 1 out of 1**[TARR Status](#) [ASSIGN Status](#) [TDR](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

APPLE

Word Mark APPLE**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players. portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for

use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software. computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above. FIRST USE: 19760401. FIRST USE IN COMMERCE: 19760401

**Standard
Characters
Claimed**

**Mark
Drawing
Code** (4) STANDARD CHARACTER MARK

**Serial
Number** 77172511

Filing Date May 3, 2007

**Current
Filing Basis** 1A

**Original
Filing Basis** 1B

**Published for
Opposition** January 1, 2008

**Registration
Number** 3928818

**International
Registration
Number** 0956402

**Registration
Date** March 8, 2011

Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

**Attorney of
Record** Thomas R. La Perle

**Prior
Registrations** 1078312;2034964;2808567;AND OTHERS

Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead
Indicator LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	TOP	HELP
-----------	----------	------------	-----------	-------------	-----------	-----	------

|.HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY

Int. Cl.: 9

Prior U.S. Cls.: 26 and 38

Reg. No. 1,114,431

United States Patent and Trademark Office

Registered Mar. 6, 1979

Amended

OG Date Nov. 10, 2009

TRADEMARK
PRINCIPAL REGISTER



APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014
OWNER OF U.S. REG. NO. 1,078,312.
THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.

FOR: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE, IN CLASS 9 (U.S. CLS. 26 AND 38).
FIRST USE 1-0-1977; IN COMMERCE 1-0-1977.
SER. NO. 73-162,799, FILED 3-20-1978.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Nov. 10, 2009.*



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Sep 14 04:35:46 EDT 2011

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)
[Logout](#) Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TARR Status](#) | [ASSIGN Status](#) | [TDR](#) | [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)


Goods and Services	IC 009. US 026 038. G & S: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE. FIRST USE: 19770100. FIRST USE IN COMMERCE: 19770100
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	73162799
Filing Date	March 20, 1978
Current Filing Basis	1A
Original Filing Basis	1A
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	1114431
Registration Date	March 6, 1979
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
	(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle

Prior Registrations	1078312
Description of Mark	THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080314.
Renewal	2ND RENEWAL 20080314
Live/Dead Indicator	LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	TOP	HELP
---------------------------	--------------------------	----------------------------	---------------------------	-----------------------------	---------------------------	---------------------	----------------------

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,715,578

United States Patent and Trademark Office

Registered May 13, 2003

TRADEMARK
PRINCIPAL REGISTER



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTERS HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP, NOTEBOOK AND SUBNOTEBOOK COMPUTERS; HAND HELD AND MOBILE COMPUTERS; COMPUTER TERMINALS AND MONITORS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO PLAYERS; ELECTRONIC ORGANIZERS; COMPUTER KEYBOARDS, CABLES, MODEMS; AUDIO SPEAKERS; COMPUTER VIDEO CONTROL DEVICES, NAMELY, COMPUTER MICE, TRACKBALLS, JOYSTICKS AND GAMEPADS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; TELEPHONY MANAGEMENT SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE, NAMELY FOR PAGING; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; OPERATING SYSTEM SOFTWARE; APPLICATION DEVELOPMENT TOOL PROGRAMS; BLANK COMPUTER STORAGE MEDIA; FONTS, TYPEFACES, TYPE DESIGNS AND SYMBOLS RECORDED ON MAGNETIC MEDIA; COMPUTER SOFTWARE FOR USE IN PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK FOR SEARCHING, RETRIEVING,

TRANSFERRING, MANIPULATING AND DISSEMINATING A WIDE RANGE OF INFORMATION; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK, AS WELL AS TO ORGANIZE AND SUMMARIZE THE INFORMATION RETRIEVED; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL DATA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; CHILDREN'S EDUCATIONAL SOFTWARE; COMPUTER GAME SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEB SITE DEVELOPMENT SOFTWARE; COMPUTER PROGRAM WHICH PROVIDES REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS

**United States Patent and Trademark Office**[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)**Trademarks > Trademark Electronic Search System (TESS)***TESS was last updated on Wed Sep 14 04:35:46 EDT 2011*[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)[Logout](#) Please logout when you are done to release system resources allocated for you.**Record 1 out of 1**[TAPR Status](#) [ASSIGN Status](#) [TDR](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [terminals and] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, modems; audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [character recognition software; telephony management software;] electronic mail and messaging software; [telecommunications software, namely for paging;] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management. word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [Computer search engine software;] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above. FIRST USE: 19770101. FIRST USE IN COMMERCE: 19770101

Mark Drawing Code (2) DESIGN ONLY
Design Search Code 05.09.05 - Apples
Serial Number 76426501
Filing Date July 1, 2002
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition February 18, 2003
Registration Number 2715578
International Registration Number 0851679
Registration Date May 13, 2003
Owner (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Thomas R. La Perle
Prior Registrations 1078312;1157920;1219945;1303085;1401154;2180949;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cls.: 9, 12 and 15

Prior U.S. Cls.: 2, 19, 21, 23, 26, 31, 35, 36, 38 and 44

United States Patent and Trademark Office

Reg. No. 3,084,491

Registered Apr. 25, 2006

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: ELECTRONIC APPARATUS AND SOFTWARE THEREFOR FOR DOWNLOADING, TRANSMITTING, RECEIVING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO AND NAVIGATION DATA FOR USE IN AUTOMOBILES, RAILWAY CARS AND ENGINES, SHIPS AND PLANES; SOUND EFFECT GENERATORS AND INSTRUMENTS COMPRISED OF COMPUTER HARDWARE AND SOFTWARE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: AUTOMOBILES, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

FOR: ELECTRIC AND ELECTRONIC MUSICAL INSTRUMENTS; MUSICAL INSTRUMENTS ADAPTED TO PROGRAMMED SYSTEM SEQUENCES;

ELECTRONIC PIANOS, ELECTRONIC KEYBOARD INSTRUMENTS; ELECTRIC OR ELECTRONIC PERCUSSION OR DRUM SYSTEMS COMPRISED OF COMPUTER HARDWARE AND SOFTWARE; MUSIC AND SOUND SYNTHESIZERS; ELECTRONIC TONE GENERATORS; MUSICAL INSTRUMENTS CONTROLLED BY COMPUTER SOFTWARE, IN CLASS 15 (U.S. CLS. 2, 21 AND 36).

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERP/N CMNTY TM OFC APPLICATION NO. 3528452, FILED 11-4-2003, REG. NO. 3528452, DATED 4-27-2005, EXPIRES 11-4-2013.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

SER. NO. 78-408,365, FILED 4-26-2004.

VIVIAN MICZNIK FIRST, EXAMINING ATTORNEY



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Sep 14 04:35:46 EDT 2011

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)[Logout](#) Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TARR Status](#) [ASSIGN Status](#) [TDR](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

Goods and Services

IC 009. US 021 023 026 036 038. G & S: electronic apparatus and software therefor for downloading, transmitting, receiving, playing, storing and organizing audio, video and navigation data for use in automobiles, railway cars and engines, ships and planes; sound effect generators and instruments comprised of computer hardware and software

IC 012. US 019 021 023 031 035 044. G & S: automobiles

IC 015. US 002 021 036. G & S: Electric and electronic musical instruments; musical instruments adapted to programmed system sequences; electronic pianos, electronic keyboard instruments; electric or electronic percussion or drum systems comprised of computer hardware and software; music and sound synthesizers; electronic tone generators; musical instruments controlled by computer software

Mark Drawing Code

(2) DESIGN ONLY

Design Search Code

05.09.05 - Apples

05.09.13 - Fruits (slices or quarters of)

Serial Number

78408365

Filing Date

April 26, 2004

Current Filing Basis

44E

Original Filing Basis

1B;44D

Published for Opposition

January 31, 2006

Registration Number

3084491

International

Registration Number 0957465
Registration Date April 25, 2006
Owner (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Thomas R. La Perle
Priority Date November 4, 2003
Prior Registrations 1114431;2715578;2753069;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 3,679,056

Registered Sep. 8, 2009

TRADEMARK
PRINCIPAL REGISTER



APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTERS; COMPUTER HARDWARE; COMPUTER PERIPHERALS; HANDHELD COMPUTERS; HANDHELD MOBILE DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, MANIPULATING, AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND AUDIOVISUAL FILES, FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL, AND OTHER DIGITAL DATA, FOR USE AS A DIGITAL FORMAT AUDIO PLAYER, HANDHELD COMPUTER, PERSONAL DIGITAL ASSISTANT, ELECTRONIC ORGANIZER, ELECTRONIC NOTEPAD, CAMERA, AND GLOBAL POSITIONING SYSTEM (GPS) ELECTRONIC NAVIGATION DEVICE; DIGITAL AUDIO AND VIDEO RECORDERS AND PLAYERS; PERSONAL DIGITAL ASSISTANTS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; SATELLITE NAVIGATIONAL SYSTEMS, NAMELY, GLOBAL POSITIONING SYSTEMS (GPS); ELECTRONIC NAVIGATIONAL DEVICES, NAMELY, GLOBAL POSITIONING SATELLITE (GPS) BASED NAVIGATION RECEIVERS; COMPUTER GAME MACHINES FOR USE WITH EXTERNAL DISPLAY SCREENS, MONITORS, OR TELEVISIONS; A FULL LINE OF ACCESSORIES AND PARTS FOR THE AFOREMENTIONED GOODS; STANDS, COVERS, CASES, HOLSTERS, POWER ADAPTORS, AND WIRED AND WIRELESS REMOTE CONTROLS FOR THE AFOREMENTIONED GOODS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER NETWORKING HARD-

WARE; COMPUTER MONITORS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS; COMPUTER CABLES; MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; SET TOP BOXES; BATTERIES; BATTERY CHARGERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; DEVICES FOR HANDS-FREE USE; HEADPHONES; EARPHONES; EAR BUDS; AUDIO SPEAKERS; MICROPHONES; AND HEADSETS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; USER MANUALS FOR USE WITH, AND SOLD AS A UNIT WITH, THE AFOREMENTIONED GOODS; DOWNLOADABLE AUDIO AND VIDEO FILES, MOVIES, RING TONES, VIDEO GAMES, TELEVISION PROGRAMS, POD CASTS AND AUDIO BOOKS VIA THE INTERNET AND WIRELESS DEVICES FEATURING MUSIC, MOVIES, VIDEOS, TELEVISION, CELEBRITIES, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, CURRENT EVENTS AND TOPICS OF GENERAL INTEREST, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-1977; IN COMMERCE 1-31-1977.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

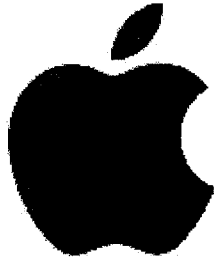
THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 77-648,705, FILED 1-13-2009.

JERI J. FICKES, EXAMINING ATTORNEY

**United States Patent and Trademark Office**[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)**Trademarks > Trademark Electronic Search System (TESS)**

TESS was last updated on Wed Sep 14 04:35:46 EDT 2011

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)[Logout](#) Please logout when you are done to release system resources allocated for you.**Record 1 out of 1**[TARR Status](#) [ASSIGN Status](#) [TDR](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods. downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest. FIRST USE: 19770131. FIRST USE IN COMMERCE: 19770131

Mark Drawing Code

(2) DESIGN ONLY

Design Search Code

05.09.05 - Apples

Trademark Search Facility

VEG Plant life such as trees, flowers, fruits, grains, nuts, wreaths, and leaves

**Classification
Code****Serial Number** 77648705**Filing Date** January 13, 2009**Current Filing
Basis** 1A**Original Filing
Basis** 1A**Published for
Opposition** June 23, 2009**Registration
Number** 3679056**International
Registration
Number** 1014459**Registration
Date** September 8, 2009**Owner** (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014**Attorney of
Record** Thomas R. La Perle**Prior
Registrations** 1114431;2715578;2753069;AND OTHERS**Description of
Mark** Color is not claimed as a feature of the mark. The mark consists of the design of an apple with a bite removed.**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead
Indicator** LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	TOP	HELP
---------------------------	--------------------------	----------------------------	---------------------------	-----------------------------	---------------------------	---------------------	----------------------

[|HOME](#) | [SITE INDEX](#)| [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cl.: 37

Prior U.S. Cls.: 100, 103 and 106

United States Patent and Trademark Office

Reg. No. 3,634,113

Registered June 9, 2009

**SERVICE MARK
PRINCIPAL REGISTER**

APPLECARE

APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: MAINTENANCE, REPAIR, UPDATING
AND INSTALLATION SERVICES FOR COMPUTER
HARDWARE, COMPUTER PERIPHERALS, COM-
PUTER NETWORKS AND CONSUMER ELECTRO-
NIC DEVICES; CONSULTING SERVICES IN THE
FIELD OF PHYSICAL MAINTENANCE OF COM-
PUTER HARDWARE, COMPUTER PERIPHERALS,
COMPUTER NETWORKS AND CONSUMER ELEC-
TRONIC DEVICES, IN CLASS 37 (U.S. CLS. 100, 103
AND 106).

FIRST USE 10-25-1982; IN COMMERCE 10-25-1982.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 1,282,790.

SER. NO. 77-499,829, FILED 6-16-2008.

JOHN DWYER, EXAMINING ATTORNEY



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)**Trademarks > Trademark Electronic Search System (TESS)**

TESS was last updated on Mon Feb 13 04:35:46 EST 2012

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)[Logout](#)

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1[TARR Status](#) [ASSIGN Status](#) [TDR](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

APPLECARE

**Word Mark
Goods and
Services**

APPLECARE

IC 037. US 100 103 106. G & S: Maintenance, repair, updating and installation services for computer hardware, computer peripherals, computer networks and consumer electronic devices; consulting services in the field of physical maintenance of computer hardware, computer peripherals, computer networks and consumer electronic devices. FIRST USE: 19821025. FIRST USE IN COMMERCE: 19821025

**Standard
Characters
Claimed****Mark Drawing
Code**

(4) STANDARD CHARACTER MARK

Serial Number

77499829

Filing Date

June 16, 2008

**Current Filing
Basis**

1A

**Original Filing
Basis**

1A

**Published for
Opposition**

March 24, 2009

**Registration
Number**

3634113

**International
Registration
Number**

1093113

Registration Date

June 9, 2009

Owner

(REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

Attorney of Record	Thomas R. La Perle
Prior Registrations	1282790
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICTIONARY](#)[SEARCH OPTIONS](#)[TOP](#)[HELP](#)

[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

United States of America

United States Patent and Trademark Office

APPLECARE

Reg. No. 3,901,026

Registered Jan. 4, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTER INSTALLATION AND DIAGNOSTIC SUPPORT AND UTILITY SOFTWARE; COMPUTER HARDWARE; COMPUTER REPLACEMENT PARTS, NAMELY, CIRCUIT BOARDS, POWER SUPPLIES, COMPUTER FANS, COMPUTER CABLES, RAID CONTROLLERS, COMPUTER HARDWARE MODULES; PROVIDING DOWNLOADABLE ELECTRONIC PUBLICATIONS IN THE NATURE OF BOOKS, MANUALS AND PAMPHLETS IN THE FIELD OF COMPUTER HARDWARE AND COMPUTER SOFTWARE SERVICES AND SUPPORT, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-25-1982; IN COMMERCE 10-25-1982.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 1,282,790.

SN 77-499,797, FILED 6-16-2008.

JOHN DWYER, EXAMINING ATTORNEY



David S. Kybas

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Mon Feb 13 04:35:46 EST 2012

[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[BOTTOM](#)[HELP](#)[Logout](#)

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TARR Status](#)[ASSIGN Status](#)[TDR](#)[TTAB Status](#)

(Use the "Back" button of the Internet

Browser to return to TESS)

APPLECARE

Word Mark
Goods and
Services

APPLECARE

IC 009. US 021 023 026 036 038. G & S: Computer installation and diagnostic support and utility software; computer hardware; computer replacement parts, namely, circuit boards, power supplies, computer fans, computer cables, RAID controllers, computer hardware modules; providing downloadable electronic publications in the nature of books, manuals and pamphlets in the field of computer hardware and computer software services and support. FIRST USE: 19821025. FIRST USE IN COMMERCE: 19821025

Standard
Characters
ClaimedMark Drawing
Code

(4) STANDARD CHARACTER MARK

Serial Number

77499797

Filing Date

June 16, 2008

Current Filing
Basis

1A

Original Filing
Basis

1B

Published for
Opposition

March 10, 2009

Registration
Number

3901026

Registration
Date

January 4, 2011

Owner

(REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

Attorney of

Record Thomas R. La Perle
Prior Registrations 1282790
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

Reg. No. 2,462,798

United States Patent and Trademark Office

Registered June 19, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

APPLESTORE

APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FIRST USE 11-1-1997; IN COMMERCE 11-1-1997.

FOR: ONLINE RETAIL STORE SERVICES PROVIDED VIA A GLOBAL COMPUTER NETWORK FEATURING COMPUTERS, COMPUTER HARDWARE, COMPUTER SYSTEMS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND ACCESSORIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE", APART FROM THE MARK AS SHOWN.

SN 75-857,151, FILED 11-23-1999.

NAAKWAMA ANKRAH, EXAMINING ATTORNEY


United States Patent and Trademark Office
[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)
Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Sep 14 04:35:46 EDT 2011

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TAPR Status](#) | [ASSIGN Status](#) | [TDR](#) | [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark	APPLE STORE
Goods and Services	IC 035. US 100 101 102. G & S: online retail store services provided via a global computer network featuring computers, computer hardware, computer systems, computer software, computer peripherals and accessories. FIRST USE: 19971101. FIRST USE IN COMMERCE: 19971101
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75857151
Filing Date	November 23, 1999
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	June 20, 2000
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	2462798
Registration Date	June 19, 2001
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
	(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK

Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20110411.
Renewal 1ST RENEWAL 20110411
Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICTIONARY](#) [SEARCH OGS](#) [TOP](#) [HELP](#)

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,683,410

Registered Feb. 4, 2003

**SERVICE MARK
PRINCIPAL REGISTER**

APPLE STORE

APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FIRST USE 11-1-1997; IN COMMERCE 11-1-1997.

OWNER OF U.S. REG. NOS. 1,078,312, 2,462,798
AND OTHERS.

FOR: RETAIL STORE SERVICES FEATURING COMPUTERS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO; ONLINE RETAIL STORE SERVICES PROVIDED VIA A GLOBAL COMPUTER NETWORK FEATURING COMPUTERS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE", APART FROM THE MARK AS SHOWN.

SER. NO. 76-400,649, FILED 4-25-2002.

ANNE MADDEN, EXAMINING ATTORNEY


United States Patent and Trademark Office
[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)
Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Sep 14 04:35:46 EDT 2011

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)
[Logout](#) Please logout when you are done to release system resources allocated for you.

Record 1 out of 1
[TARR STATUS](#) | [ASSIGN STATUS](#) | [TDR](#) | [TTAB STATUS](#) (Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark	APPLE STORE
Goods and Services	IC 035. US 100 101 102. G & S: Retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via a global computer network featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto. FIRST USE: 19971101. FIRST USE IN COMMERCE: 19971101
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76400649
Filing Date	April 25, 2002
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	November 12, 2002
Registration Number	2683410
International Registration Number	0883222
Registration Date	February 4, 2003
Owner	(REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
	(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle

Prior Registrations 1078312;1225776;2424976;2462798;AND OTHERS
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE" APART FROM THE MARK AS SHOWN
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

[|.HOME](#) | [SITE INDEX|](#) [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

United States of America

United States Patent and Trademark Office

APPLE STORE

Reg. No. 3,710,912 APPLE INC. (CALIFORNIA CORPORATION)
Registered Nov. 17, 2009 1 INFINITE LOOP
CUPERTINO, CA 95014

Int. Cls.: 37, 38, 41 and 42 FOR: MAINTENANCE, INSTALLATION AND REPAIR OF COMPUTER HARDWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONIC DEVICES, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

SERVICE MARK FIRST USE 5-19-2001; IN COMMERCE 5-19-2001.
PRINCIPAL REGISTER

FOR: TECHNICAL CONSULTING IN THE FIELD OF CONSUMER ELECTRONICS, NAMELY, TELEPHONES, CELLULAR TELEPHONES AND WIRELESS TELECOMMUNICATIONS DEVICES; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF CONSUMER ELECTRONIC SYSTEMS FOR OTHERS, NAMELY, TELECOMMUNICATIONS SYSTEMS FEATURING TELEPHONES, CELLULAR TELEPHONES AND WIRELESS TELECOMMUNICATIONS DEVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 6-29-2007; IN COMMERCE 6-29-2007.

FOR: EDUCATION AND TRAINING SERVICES, NAMELY, CONDUCTING CLASSES, WORKSHOPS, AND SEMINARS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, INTERNET WEBSITE DESIGN, MUSIC, PHOTOGRAPHY AND VIDEO PRODUCTS AND CONSUMER ELECTRONICS; ARRANGING PROFESSIONAL WORKSHOP AND TRAINING COURSES; COMPUTER EDUCATION TRAINING SERVICES; TRAINING IN THE USE AND OPERATION OF COMPUTERS, COMPUTER SOFTWARE AND CONSUMER ELECTRONICS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING A FACILITY FOR LIVE CONCERTS AND SPECIAL EVENTS IN THE NATURE OF LIVE MUSICAL PERFORMANCES; TECHNICAL CONSULTING IN THE FIELD OF CONSUMER ELECTRONICS, NAMELY, AUDIO, AUDIOVISUAL AND HOME AND PORTABLE ENTERTAINMENT SYSTEMS AND DEVICES; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE, COMPUTER SOFTWARE AND CONSUMER ELECTRONIC SYSTEMS FOR OTHERS, NAMELY, AUDIO, AUDIOVISUAL AND HOME AND PORTABLE ENTERTAINMENT SYSTEMS AND DEVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 5-19-2001; IN COMMERCE 5-19-2001.

FOR: TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING COMPUTER HARDWARE, COMPUTER PERIPHERAL, COMPUTER SOFTWARE AND CONSUMER ELECTRONIC DEVICES; INSTALLATION, UPDATING, MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE; TECHNICAL CONSULTING IN THE FIELD OF COMPUTERS AND COMPUTER-BASED CONSUMER ELECTRONICS; COMPUTER AND CONSUMER



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,710,912 ELECTRONIC DIAGNOSTIC SERVICES; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE, COMPUTER SOFTWARE AND COMPUTER-BASED CONSUMER ELECTRONIC SYSTEMS FOR OTHERS; COMPUTER DATA RECOVERY; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE OPERATION OF CONSUMER ELECTRONIC SYSTEMS FOR OTHERS IN THE NATURE OF AUDIO, AUDIOVISUAL AND HOME AND PORTABLE ENTERTAINMENT SYSTEMS AND DEVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 5-19-2001; IN COMMERCE 5-19-2001.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,078,312, 3,317,089 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE", APART FROM THE MARK AS SHOWN.

SER. NO. 77-388,365, FILED 2-4-2008.

MARILYN IZZI, EXAMINING ATTORNEY



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Sep 14 04:35:46 EDT 2011

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)[Logout](#)

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TARR Status](#) [ASSIGN Status](#) [TDR](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

APPLE STORE

Word Mark
Goods and Services

APPLE STORE

IC 037. US 100 103 106. G & S: Maintenance, installation and repair of computer hardware, computer peripherals and consumer electronic devices. FIRST USE: 20010519. FIRST USE IN COMMERCE: 20010519

IC 038. US 100 101 104. G & S: Technical consulting in the field of consumer electronics, namely, telephones, cellular telephones and wireless telecommunications devices; consulting services in the field of selection, implementation and use of consumer electronic systems for others, namely, telecommunications systems featuring telephones, cellular telephones and wireless telecommunications devices. FIRST USE: 20070629. FIRST USE IN COMMERCE: 20070629

IC 041. US 100 101 107. G & S: Education and training services, namely, conducting classes, workshops, and seminars in the field of computers, computer software, online services, information technology, internet website design, music, photography and video products and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances; technical consulting in the field of consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices. FIRST USE: 20010519. FIRST USE IN COMMERCE: 20010519

IC 042. US 100 101. G & S: Technical support services, namely, troubleshooting computer hardware, computer peripheral, computer software and consumer electronic devices; installation, updating, maintenance and repair of computer software; technical consulting in the field of computers and computer-based consumer electronics; computer and consumer electronic diagnostic services; consulting services in the field of selection, implementation and use of computer hardware, computer

software and computer-based consumer electronic systems for others; computer data recovery; consulting services in the field of selection, implementation and use of computer hardware and computer software for the operation of consumer electronic systems for others in the nature of audio, audiovisual and home and portable entertainment systems and devices. FIRST USE: 20010519. FIRST USE IN COMMERCE: 20010519

**Standard
Characters
Claimed**

**Mark Drawing
Code** (4) STANDARD CHARACTER MARK

Serial Number 77388365

Filing Date February 4, 2008

**Current Filing
Basis** 1A

**Original Filing
Basis** 1A

**Published for
Opposition** September 1, 2009

**Registration
Number** 3710912

**International
Registration
Number** 0973841

**Registration
Date** November 17, 2009

Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

**Attorney of
Record** Thomas R. La Perle

**Prior
Registrations** 1078312;2683410;3317089;AND OTHERS

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE" APART FROM THE MARK AS SHOWN

Type of Mark SERVICE MARK

Register PRINCIPAL

**Live/Dead
Indicator** LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	TOP	HELP
---------------------------	--------------------------	----------------------------	---------------------------	-----------------------------	---------------------------	---------------------	----------------------

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)